

ANNUAL REVIEW NUMBER

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. LXX.

NEW YORK, JANUARY 19, 1910.

No. 3.

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JAN 22 1910

KEEPING
Everlastingly Atk.
Brings Success



Can a manufacturer use outdoor advertising—billboards and signs?

They are the high spots of advertising—placed where they can be seen by the man who is running so fast he can't read advertisements of the persuasive kind.

You might spend fifty thousand dollars without discovering what we now KNOW to be the legitimate uses of the billboards.

You can hardly look out on a billboard anywhere without seeing a poster that we have put there for some particular purpose—with an idea in mind that you do not know about. Yet we have many customers to whom we would not recommend the use of billboards.

There is a good deal in knowing where to fish.

New York

Philadelphia

Boston

High Power Posters

Poster display reaches its *maximum efficiency* on the Stations of the SUBWAY and EL-EVATED lines of New York and Brooklyn.

These privileged positions are viewed *daily* by **2,850,000** people—all earning, spending, “going-to-market” buyers.

Dignify your poster advertising by making it a part of New York's great \$250,000,000 transportation system. As settings for your poster publicity, compare these station positions with the dilapidated buildings and ramshackle fences so often used as backgrounds for this branch of advertising. Pre-possess the public in your favor by appealing to them from posters attractively placed.

And when you use these Station positions you know precisely for what you are paying. The Public Service Commission furnishes you with exact information regarding the number of passengers carried on these lines. What other poster proposition gives you a definite circulation statement issued under the highest possible authority?

Everything considered, the rates for these station positions are remarkably reasonable. Investigate!—it will pay you. Just drop us a line, or phone.

Ward & Gow

1 Union Square

New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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ADVERTISING AND THE SALES PLAN.

NOTABLE PROGRESS IN MAKING ADVERTISING PART AND PARCEL OF MODERN SELLING—MANY ADVERTISING CAMPAIGNS NOW ORIGINATE WITH SALES FORCE—SOME EXAMPLES OF CONCERNS WHICH DOVE-TAIL ADVERTISING AND SELLING ACTIVITIES.

By James H. Collins.

"Is advertising to-day linked closer to the sales plan than ever before?"

This question has been asked lately, and looks, superficially, as though it might be just packed with meaning. But there is only one logical answer:

It has to be!

Ten or fifteen years ago an advertising campaign commonly originated with some advertising agent, who worked upon the manufacturer until he persuaded him to spend a little money telling the public about his goods. The manufacturer seldom put this publicity behind the rest of his organization. Instead, he pointed the gun toward the sky, shut his eyes and pulled the trigger. His own salesmen were often against him, fearing he might hit upon some way of selling goods without them. His competitors did not pay him the compliment of imitation in those happy days, but sat back and confidently watched for his name to be scheduled under "Business Troubles."

To-day advertising is not merely linked to the selling plan, but the selling plan comes first. The manufacturer may be exploiting an article already advertised by competitors, in which case there must be

a selling plan to get results. If he is the pioneer in his industry, it is as certain as sunrise that competitors will follow him as soon as he makes a success, and there must be a selling plan to forestall them.

The advertising campaign nowadays often originates with the sales-force. The advertising manager who conducts it at the factory end is very likely a salesman brought in off the road for that purpose. It may have been some difficulty in selling which first set the manufacturer thinking of advertising.

For example, a large corporation, making supplies used in building, sent a sales-manager into new territory. These goods are sold through the jobbing trade exclusively. In spite of that company's high standing in territory where it was established, and the superior quality of its stuff, some of the jobbers in the new territory ignored the sales-manager. For a year or more he had an uphill fight, and succeeded in placing goods with only two-thirds of the jobbing trade.

Some way had to be found around that difficulty. The sales-manager undertook an educational campaign among architects, explaining the superior merit of his company's supplies through professional journals and reaching architects personally through correspondence, literature and visits. Presently the architects were specifying those supplies, and in such a way that there was no substituting. The architect had been a little more than "educated." He was strictly "on the job" when it came to installation.

If specifications called for these supplies, the builder ordered them through the trade, and the order came in due course to some job-

ber. If the jobber already handled the goods there was no difficulty. But if he happened to be one who had held out against them, and ordered just enough to fill the specifications, he found himself billed at the regular retail discount of twenty per cent instead of the thirty-five per cent off to wholesalers.

"Here, here!" he protested. "I'm a jobber, you know."

"Perhaps. But you're not one of my jobbers," replied the salesman. "You haven't helped me introduce our goods in this territory. I had to go to the architect, and I'm going to take the cost out of your profit until you co-operate with me."

How closely advertising is linked to sales work these days, and how thoroughly salesmen understand and appreciate it, can be seen at almost any convention of salesmen called by a house that advertises its products in general mediums. Advertising manager and advertising agent are always among the principal speakers, and close attention is given advertising plans for the coming year, because each detail means direct help in his work for every salesman.

At the great convention of Sherwin-Williams paint salesmen all the new advertising matter that has been added to the vast stock of folders, booklets and other literature used by that company is exhibited on blackboards, and the purpose of each new piece explained. Many of these folders and booklets and window cards are applauded by the convention, as it sees where some neglected point has been skilfully covered.

The Western Electric Company sends to its salesmen a monthly schedule of all advertising that will appear in periodicals the next thirty days, listing general mediums and trade journals, with the amount of space in each and the apparatus advertised. A salesman walking into a wholesaler's or contractor's office and finding current trade journals on his prospect's desk can pick them up, turn to the company's advertising and use it as a practical sales argument.

At the sales convention of the

Johnson Educator Food Company not long ago a whole day was given to analysis of general advertising, and men in the selling end went back to their territory with suit-cases full of publications, to be exhibited to the retailer. Mr. Hopkins, the company's general manager, says that it might be difficult to tell at first sight whether one of his men was a cracker salesman or a magazine subscription agent. But they are now selling the Educator proposition as well as Educator crackers.

Advertising is having its effect upon the sales plan and the salesman, but this is as nothing compared to the effect which the selling end is having upon advertising and the advertising business.

A few years ago the advertising agent was a space-broker, a copy-writer, a transmogrified "business doctor," a space-banker who often held the advertiser in pawn. But to-day the advertising agent is rapidly becoming a distributor and merchant.

Some interesting young men have come into the field within the past few years. They are agents who handle not more than half a dozen accounts. The familiar newspaper files are thrown out and a clipping agency checks insertions outside the office. A shrewd old war-horse from the rate department of an older agency buys space for them pending that day when all the publishers will have put advertising space on a straight mercantile basis. Most of their time is spent, not in soliciting, copy-writing or any of the other details of advertising so important in the old-time agency, but with the sales departments of their clients. And the sort of service they render there bids fair to eventually change the whole basis of conducting the advertising business, for presently the client will be paying such an agent more than the publisher has paid him in commissions, and he may be no longer an agent at all.

One of these newer agents comes to mind. A few years ago he went into an advertising agency which handled chiefly local accounts—hair tonics, remedies, etc.

Real Circulation



WE have said that THE SATURDAY EVENING POST "covers substantial America." It appears that we ought to add "tourist America." A New Yorker traveling in Egypt writes from Cairo:

"At home I buy THE SATURDAY EVENING POST each week from a bright little chap who brings it to my office. Two or three days after I got here I journeyed out to a spot which I had always wanted to visit—the Great Pyramids and the Sphinx. As I sat on a camel, gazing at these wonderful creations and across the Great Desert beyond, something seemed to vaguely call me back to New York. I hardly realized what it was until, looking down, I saw an Arab boy, wearing the familiar bag, holding up a copy of THE POST, and saying, 'SAT. EVE. POST, Guv'nor? Him fine Yankee paper. One piastre.' I overcame my astonishment sufficiently to produce the piastre desired, with another one for 'backsheesh,' and then saw in the background two more boys, one carrying THE POST and the other THE LADIES' HOME JOURNAL.

"You may be interested in seeing what your far-away 'rooters' look like, and so I send a photograph which a member of our party took."

"Our boys are everywhere."

Wherever we go, our advertisers go with us.

The Curtis Publishing Company, Philadelphia

But he had had a mercantile training, and presently this began to count. Gradually the local business disappeared, and clean manufacturing accounts replaced it.

This young agent now has only three or four important manufacturing accounts, and handles them on a professional basis. Most of the advertising is planned in his clients' sales departments, and sales-managers follow it step by step, changing goods, packing or selling method if necessary to meet special conditions. In many cases an advertising agent, after planning and writing outside, appears before his client's sales-people with the complete campaign, only to have it vetoed or changed because it is not understood. But nothing of that sort is likely to happen in this particular agent's practice.

Not long ago one of his clients found a bare spot in retail distribution. Goods were being advertised all over the country in general mediums, and the public sent to dealers. But dealers were not all carrying the full line, and so could not take care of demand properly. These goods are rather costly, and at first it was thought that retailers hesitated to invest so much capital in a full line of them. But that, on investigation, proved to be not the real reason—every retailer knew that the advertising would move the stuff off his shelves quickly at good profits. Further inquiry demonstrated that the jobber was at fault. His salesmen did not show the retailer a full line because of the cost of samples necessary to equip a large sales-force. So a special advertising campaign to retailers was begun in trade journals, explaining the whole situation, showing the possibilities for increased sales to the consumer when a merchant carried a representative line, and urging dealers to insist that wholesale salesmen show them the full line in samples. The retail trade saw the point, took it up, and in a short time that bare spot was covered. Apart from the greatly increased sales which followed, the money invested by jobbers in samples more than covered the

cost of the special advertising! Some of the jobbers protested vigorously, but there was no way round in this situation. They had to put their capital into more samples. It proved a genuine investment, for they were then in position to sell more goods.

Advertising is linked closer and closer to selling every day for the simple reason that the results of advertising must be secured through the mercantile trade and the advertiser's sales department.

Time was when the advertiser tried to tie the interested reader to himself in some way—by selling him direct, or sending him a souvenir, or opening up correspondence with him. It is still possible to keep a large mailing department busy with that sort of thing, but it is a costly, roundabout way of getting business. It never interests the best consumers. When the first-class consumer has been convinced, by advertising argument, that he needs a given article, he goes straight to a local merchant, because he wants to see the goods that day, and deal with somebody who will stand behind them. So, while the advertising man talks to the consumer, the salesman must visit the dealer and place the goods and keep them there. Advertising and selling are close together because nobody can pry them apart.

GOVERNMENT TO MAKE SECOND-CLASS MAIL TESTS.

At several post-offices a test is to be made by the Government to determine the amount of "waste" second-class mail matter handled in the different offices, and how much care is required in the handling of it, and the time it takes. The report will cover newspapers and other publications that remain unclaimed, are refused, or are not properly addressed.

W. Mck. White, who has been with the Grand Central Palace so long, goes West February 1st, to join the advertising staff of the Premier Motor Manufacturing Company, Indianapolis. He will be associated with President H. O. Smith in the advertising and sales department. Mr. White has been identified with Thomas and Cadillac cars, and was also automobile editor of the *Philadelphia Press and Times*.

The World's World-Wide Supremacy in Advertising!

1,415,097

separate advertisements
printed in 1909; 214,224
MORE than last year,
and 391,480 MORE
than the New York
Herald, the next high-
est newspaper :: :: ::

Record of the Leaders:

NEW YORK WORLD	1,415,097
New York Herald.....	1,023,617
Chicago Tribune	*961,194
Berliner Lokalanzeiger	845,062
Cincinnati Enquirer	768,051
Philadelphia Inquirer	692,249
Chicago Daily News.....	*691,918
St. Louis Post-Dispatch.....	683,555
London Daily Telegraph.....	633,242
Boston Globe	*460,465
St. Louis Globe-Democrat.....	451,176
London Times	215,587

*Classified only.

**World Advertisements are accepted with the
GUARANTEE that they will receive more
than 100,000 more circulation than in any
other American newspaper.**

DOES ADVERTISING COMPETITION HELP OR HINDER BUSINESS?

MOST ADVERTISING MEN AGREE THAT IT HELPS—EDUCATIONAL WORK OF EACH VALUABLE FOR ALL—CREATES ENTHUSIASM AND PUTS SALESMEN AND ADVERTISING MANAGERS ON THEIR METTLE.

A letter from a magazine advertising manager, printed recently, brought out an extremely interesting controversy. One advertiser objected to using the magazine because so many competitors were in it; while another advertiser distinctly regretted that there were not more advertisers in his own line advertising in the magazine.

Here, then, is a situation which has a peculiar interest. Whenever any new line of goods makes a success in the market, there spring up at once competitors aplenty—many of them far more of imitators than competitors. But in every line of goods advertised the competitor is a very real fact which is faced in various ways. Sometimes the fact that any one else is in the field is much deplored, and visions of a haven of peace when all the trade will come without division with a rival, sometimes flits across the vision of a manufacturer as an ideal state. Others, made of more gritty stuff, take actual delight in the presence of competition.

They do so for several reasons—first for the effect of keeping themselves and their business staffs keen-edged, and second for the general educational effect on consumer-demand of a company of competitive advertisers.

The following are some expressions of opinion on the general subject from advertising managers:

"Advertising competition helps trade," says F. L. Faurote, advertising manager of the E. R. Thomas Motor Company, "because it creates enthusiasm. It makes the game much more interesting; it increases the amount of advertising and consequently the interest brings about the education of a large number of people as to the

value of the particular products manufactured by competing firms."

"Advertising competition in business," says H. K. McCann, advertising manager of the New York Telephone Company, "if it is honest and legitimate, is, I believe, in general, helpful to trade. Such competition, however, if it becomes too keen, and so-called 'cut-throat' methods are employed, is apt to be harmful."

"I think, unquestionably, fair advertising competition helps trade all around," says C. A. Sabine, advertising manager for Crawford Shoes. "For instance, in the city of Boston, all the piano warerooms are situated in one section of the same street, and I have heard it said, time after time, that, when the Vose people have customers leave their store after being pumped full of 'Vose' talk, they go right down to the Steinway salesroom and buy a piano. Whereas, the next one is just as likely to go to the Steinway rooms first and then purchase from Vose. And I think it is just the same with any advertising."

"I really believe that advertising competition helps business," says L. R. Greene, advertising manager of Sherwin-Williams Paint Company. "It certainly helps develop the line of manufacturers and merchants that are taking part in the competitive advertising, and it forces them to develop their businesses along the most aggressive lines, so as to get ahead of their competitor by having something better, more up to date, and more interesting to offer to the purchaser."

"There is evidence of this effect, as you sometimes see some manufacturer start advertising in a particular line that has not been advertised before, and if he does it aggressively, he usually wakes up his strongest competitors, and there are a lot of new developments in that particular line of business."

"We are enthusiastic on the question of advertising competition, and we welcome it," says Malcolm Moore, advertising manager, "Name-On" Umbrellas. "We are perfectly satisfied that the more

The Very Utmost in Advertising Value

Advertising mediums with circulation concentrated in any desirable field are entitled to preferred rates for their space.

Notwithstanding this, LUPTON'S—with a circulation of a million a month concentrated in the prosperous small cities and town of the Wholesale Field—offers its service to Advertisers at a rate which is less (by almost half) than that of any other publication influencing an equally large number of desirable buyers.

The Wholesale Field—in which LUPTON'S is the recognized power—is found profitable by the most discriminating among National Advertisers.

Further facts (and figures) will be very promptly furnished to Advertisers sufficiently interested to request them.

LUPTON'S
THE PEOPLE'S HOME JOURNAL
and GOOD LITERATURE

J. P. BALMER
Western Manager
1438 Marquette Building
CHICAGO

JOS. A. MOORE
Advertising Manager
Lupton Building
NEW YORK

umbrella advertising that's done the more Beehler umbrellas will we sell. That's one of those things which it is difficult to explain, although a slight illustration will help to prove my point.

"A year ago no one was in the habit of looking in a magazine for an umbrella advertisement. Umbrellas had never been advertised, and while people in general did not realize that they had not been advertised, yet no one was in the habit of picking up a magazine to look especially for an umbrella advertisement. Now, we have done our mite toward their education. If there are a half dozen of umbrella manufacturers advertising they will all do their share, and the great body of people will gradually be educated to look for umbrella advertising.

Says Wm. H. Ingersoll, advertising manager, Ingersoll Watch Company: "I believe that advertising competition in business helps trade in general, because the more advertising that is done on any given kind of merchandise, the more it is kept before the public, and inasmuch as very few people have the means of purchasing everything that they want, it is a matter of compromise and choice with them, and the kind of goods that are most frequently thrust before them, will be uppermost in their mind, and the total sales of goods of this kind will be increased by increasing advertising."

Says Hamilton Gibson, advertising manager of Sanitol Tooth Powder: "I certainly do think that advertising competition is one of the greatest business helps, and a tremendous stimulus to trade all around. All advertising helps build up the other fellow's business, whether he knows it or not, and certainly never, as far as I can see, can anything hinder it."

George E. Hall, formerly advertising manager of Woodbury's Soaps, says: "The keener the competition the better."

Charles W. Mears, advertising manager of the Winton Motor Carriage Company, says: "Competition helps the business generally."

ADVERTISING CLUB'S NEW YEAR "CREDO."

In 1909 has come a marked growth in New England of the Pilgrim Publicity Association. The past year saw this organization developed from the old Ad-Men's Club to a powerful body working for the common good, and the advancement of New England and her enterprises. The present membership of 250 is rapidly increasing, and it is felt that before the end of 1910, 1,000 Pilgrims will be striving "to promote among New England manufacturers and

CREDO

I BELIEVE

In New England—
In the preeminence of her location as the gateway to Europe—
In the beauty and healthfulness of her hills and lakes—
In the undeveloped, unlimited power of her rivers, and the ocean commerce of her seaports—
In the variety and marvellous efficiency of her industries—
In the skill and inventive genius of her workmen, the public spirit of her business men, and the resulting prosperity of her people.

I BELIEVE

In New England's mission
In the glory of her past and the greatness of her future—and I believe that the same spirit of the Boston Tea Party, of Lexington, and the Civil War—the spirit that bravely gave blood, brains, brains, and money to the uplifting of the country—still lives in New England's sons and daughters, and waits only the word to call all New England to the all greater things which are before us.

I BELIEVE

In the tremendous, transforming power of optimism; I believe that it is a lack of faith which checks the development of individuals, associations, and nations—
That skepticism is the only thing which stands between New England and her great destiny—
And that when pessimism is transformed to optimism, New England will maintain her rightful place in the vanguard of industrial progress.

THEREFORE I AM RESOLVED

That I will avoid and help others to escape from the depressing, demoralizing rut of criticism, skepticism, and pessimism—
That I will be a builder, not a breaker—
And that I will neglect no opportunity to show my faith in the future of New England and to labor unceasingly for its fulfillment.

Copyright, 1909, by Pilgrim Publicity Association

merchants a thorough understanding of the power of good advertising, when applied to the building up of business for individuals, corporations, cities, states or sections; and in other ways to assist in the development of New England's commercial enterprises and its resources." The Pilgrim Publicity Association has issued a Credo for the New Year, showing New England's opportunity, and the belief of the association in the fulfillment of that opportunity. Nearly every daily newspaper in New England published this Credo on January 1st.

The People Read and Understand

THE RED BOOK MAGAZINE because it *moulds* ideas, *suggests* needs, *cultivates* taste and *appeals* to the intellectual average of our country's population.

The contributions to this magazine are embracing and exhaustive, yet scientific fact, the heroism of human endeavor, the tragedy and comedy of human experience, are all reduced to plain, straight-forward narrative. Every feature hits the mark of public interest.

That is the secret of THE RED BOOK'S popularity and success.

And the literary supremacy of THE RED BOOK is welded to its commercial supremacy.

The merchant who advertises in this Magazine has linked his product to a great purchasing power. There is a bond of sympathy between literary interest and utility interest—an advertisement in THE RED BOOK MAGAZINE is charged with a successful mission, because its selling strength is created by the readers' interest in the contents.

Advertisers who use THE RED BOOK MAGAZINE have discovered this inherent power of appeal to the average citizen.

Simple—Direct—Compelling.

THE RED BOOK CORPORATION

Publishers

158-164 State Street, Chicago

Ralph K. Strassman, *Adv. Mgr.*
1172 Fifth Avenue Bldg.,
New York City

Julius Mathews, *Mgr.*
Boston Offices
2 Beacon Street

HOW ADVERTISING PAYS FOR ITSELF.

AN ATTEMPT TO ANSWER ONCE AND FOR ALL THE QUESTION, "WHO PAYS FOR THE ADVERTISING?"—NOBODY PAYS FOR IT—IT EARN'S ITS OWN WAY.

By Clarkson A. Collins, Jr.

With the Colin-Armstrong Agency,
New York.

From time to time this question has been touched upon in the columns of PRINTERS' INK. It is a frequent topic of discussion in the offices of agencies and advertisers alike. It has worried the public mind to no small extent. The time has come when it should be laid by the heels.

The three most popular answers to this question are: First: That the consumer pays for the advertising. Second: That the advertiser himself bears the expense of his publicity work. Third: That the non-advertising competitor of the advertiser pays for the latter's white space and copy.

Let us consider these answers one at a time.

THE CONSUMER DOES NOT PAY FOR IT.

First, the consumer. It is a matter of record that extensively advertised articles from shoestrings to automobiles cost no more than articles of like nature that are not advertised. In the majority of cases the advertised article is the cheaper. The quality of advertised goods is on the average as high and frequently higher than that of the unadvertised. The consumer does not pay by receiving less for his money when he buys advertised goods, nor does he have to dig deeper into his pocket. By his very preference for an advertised article he shows that he is getting his money's worth, that he is not being taxed for the advertising. For notwithstanding what Barnum has said to the contrary the composite public is a pretty wise fellow. He is a good deal harder to fool than most people suppose, and he is not "paying for the advertising."

Now, how about the advertiser himself? He spends anywhere

from \$5,000 to \$500,000 a year on his advertising. He is not making charitable donations to magazines and newspapers. He would not spend one cent for advertising unless it brought him a cash return. It does. It builds up for him a vast good-will among both consumers and dealers. It inspires confidence. It gives to his trademark a value that could be acquired in no other way. Last, but not least, it creates a greatly increased demand for his goods. He is able to sell more at more attractive prices and still make a greater profit. No, the advertiser does not pay for the advertising. It pays him.

THE NON-ADVERTISER DOES NOT PAY.

We come to the non-advertising competitor. Does he pay? For his own shortsightedness—yes. For his competitors' advertising—no. In the first place he gets a considerable amount of advertising himself which costs him absolutely nothing. Suppose, for instance, he manufactures a vacuum bottle. One of his competitors is educating the public to the use of vacuum bottles. The competitor spends thousands of dollars in the process, and while the resulting sales are limited chiefly to his particular kind of vacuum bottle, it is a fact that the trade in general receives a vast amount of benefit from his advertising. He tells how, when and why vacuum bottles should be used. His non-advertising competitor cannot help but profit by it. And while the business of the advertiser grows faster, shows greater profits, than that of the non-advertiser, the latter is bound to shine with a reflected glory. If an advertiser spends in a year more money than his non-advertising competitor controls, and I know of at least one such case, it would seem that the latter cannot be paying the advertising bills of the former, for in the case that I speak of the non-advertiser is still conducting a flourishing business.

Again—suppose all the interests engaged in a certain industry advertise and at the same time do about the same amount of busi-

ness, a not impossible situation. Who pays them? There is no non-advertising competitor to bear the burden. The advertising must be free.

WHY ADVERTISING PAYS FOR ITSELF.

Recently a well-known railroad made a large appropriation for the building of new rolling stock and general equipment. Did an army of perturbed gentlemen rush into print with a query, "Who pays for it?" Not at all. The building of rolling stock is recognized as a necessary adjunct to the well being of a railroad. It means better transportation, more travel, general improvement. It is just one more step in the steady march of progress.

Advertising also is a step forward in the march of business progress. The day has come when it must be recognized as an integral part of the economic system of commerce. The question as to who pays for it is irrelevant. In the long run it pays for itself. Al-

though still in its infancy, advertising is playing one of the most important parts in the business world. It saves time and money not only for the manufacturer or retailer, but for the consumer. It brings buyer and seller into closer touch with each other. Through it sales are made more frequently, quicker, and at less expense. The man who asks, "Who pays for it?" is blind to the real issue, the real results.

Advertising, although young, is self-supporting. The sooner we realize that it is not an experiment but a certainty, not an expense but an asset, the sooner will we understand that *it pays for itself*.

The Perth Amboy *Chronicle*, Perth Amboy, N. J., was sold a few days ago for \$25 at a chattel mortgage sale to Dr. Frank C. Henry.

The Lovett-Chandler Agency is sending out twenty-eight line copy to the magazines on the advertising of a new card game, called "Black Sheep."

1909 was the biggest business year in the history of the MINNEAPOLIS JOURNAL

To maintain its standard as a clean, high class, home newspaper, THE JOURNAL, during the year, added many important and exclusive news features, involving the expenditure of thousands of dollars—an outlay greater than that of any newspaper West of Chicago.

During 1909, The DAILY and SUNDAY JOURNAL—

Carried 9,188,564 lines of advertising.

Carried 1,531,152 more lines of advertising than any other Twin City newspaper.

Carried from 25% to 80% more local advertising in the different lines of business than any other Twin City newspaper.

Refused more than 280,000 lines of undesirable advertising.

THE SUNDAY JOURNAL—

Carried 99,232 more lines than any other Twin City Sunday newspaper.

Gained 511,574 lines over its own record the preceding year.

Increased its circulation from 71,753 to 81,594.

Publishers' Representatives:
O'MARA & ORMSBEE
Brunswick Building, New York
Tribune Building, Chicago

THE MINNEAPOLIS JOURNAL
WM. J. HAYES
Advertising Manager

THE ROAD

Leads to the Richest Soil

Right here in your own country

Why do your living expenses advance? Why

Because a new era has arrived! The people to be so in years farmers have been getting higher prices for all to sel for the merchandise they bought.

The "hayseed" passed years ago. Ten fat years had mor used to skimp to pay interest now has cash in bank, and is ing the

Most significant of all, these new conditions are ment. S In wealth, brain and brawn our farmers dominate the wherican succeed or fail. Agriculture is the barometer of trade.

Strongest and Most Successful

800,000 subscribers

THE BOND OF CONFIDENCE Between (1) our subscribers and readers, (2) editors and publishers, (3) advertisers and their goods, is as delightfully unique as it is mutually profitable. This bond is cemented anew each week by printing in every copy of each of our periodicals an ironclad guarantee that was passed upon by our legal department and formally adopted by vote of the directors, as follows:



"The Bond of Confidence"



ORANGE JUDD COMPANY, PUBLISHERS
WESTERN BRANCH, MARQUETTE BLDG.
CHICAGO, ILL.

Orange Judd Farmer, established 1882, is the weekly agricultural bible throughout the great West, Northwest, Southwest, Intermountain and Coast States. It is the single agricultural journal that alone covers all the wealthy farm empire of the Central West. Its exclusive crop and market reports are unique.

If you fail to employ our co-operation and our advertising columns, you must get the share of the business of the richest families among the richest third of the American people, whose hearts and purses are singularly open to our periodicals.



ORANGE JUDD COMPANY, PUBLISHERS
HEADQUARTERS, 439 LAFAYETTE
STREET, NEW YORK

The weekly *American Agriculturist*, established is the ancestral friend and up-to-date companion for farmers everywhere in New York, New Jersey, Maryland, Pennsylvania, Ohio, West Virginia and the Southern States. It has the largest circulation of any weekly agricultural paper in the world.

TO PROFITS

at Six Million Farm Families

the country trade you are now neglecting

Why prices up?

le to be so increased that demand for food exceeds supply. For
for all to sell, but not until lately have they had to pay more

years had mortgages by the square mile. The farm family that
, and is living their wants with amazing freedom, if not extravagance.

ons are ment. Supply of land is fixed, population ever increases.
the whole American people. The nation rejoices or weeps as crops
trade.

Successful Farm Papers in the World
1,000,000 different readers

OUR GUARANTEE—With each subscriber we positively guarantee while his subscription lasts,
that no advertisement is allowed in our columns unless we believe that any
can safely do business with the advertiser, and we agree to make good any loss which any subscriber may
by putting any such advertiser who may prove to be a deliberate swindler, but we do not undertake to adjust
differences between subscribers and responsible advertisers. To take advantage of this guarantee, written com-
must be made to the publisher within one week from the date of any unsatisfactory transaction, with proofs of the
and loss, and within one month from the date when the advertisement appeared, and the subscriber must prove
writing to the advertiser he said: "I saw your advertisement in old reliable American Agriculturist."

NEW ENGLAND HOMESTEAD

PUBLISHED BY ORANGE JUDD COMPANY, PUBLISHERS
EASTERN BRANCH, MYRICK BUILDING,
SPRINGFIELD, MASS.

New England Homestead, established 1867, goes
back to almost every worthy rural family between
Atlantic Sound and Canada. Reaching about every
where in New England, it is unique for density of
circulation, editorial leadership and purchasing power
among its subscribers.

FARM & HOME

THE PHELPS PUBLISHING COMPANY, PUBLISHERS
EASTERN EDITION,
MYRICK BUILDING, SPRINGFIELD, MASS.
WESTERN EDITION,
MARQUETTE BUILDING, CHICAGO, ILL.

Farm and Home, established 1880, goes twice-a-month
to an entirely different set of farms and rural homes all
over the length and breadth of the United States, with
whom it "sticketh closer than a brother." Practically none
of these families take either of the Orange Judd Weeklies
—no duplicated subscribers, no waste circulation.

Let us help you to get this new business which awaits those who, in just the right
go after these new profits. Read every word of this double-page spread—we take
own medicine. Address our office nearest you, as above.

1909 ADVERTISING IN RETROSPECT—1910 IN FORECAST.

IMPORTANT EVENTS OF THE YEAR—
GREATER VOLUME OF ADVERTISING
THAN IN 1907—FIRM ESTABLISH-
MENT OF NO DIRECT COMMISSION
PRINCIPLE—MANY NEW ADVERTIS-
ERS DEVELOPED—TEXTILE ADVER-
TISING BROUGHT FORWARD CONSID-
ERABLY—DEATHS OF THE YEAR—
NEW MAGAZINES AND NEWSPAP-
ERS—THE BIG PLANS FOR 1910—
UNIFORM, UNDOUBTED ANTICIPA-
TIONS OF RECORD VOLUME OF AD-
VERTISING FOR 1910—WHAT
AGENTS AND PUBLISHERS SAY.

As one well-known advertising man put it, "When you stop to look back upon 1909, it is really a genuine surprise to realize how very big a year for advertising it was. A conservatism bred by the panic has kept us calm about it, but 1909, as a matter of fact, was, by a good margin, the biggest year for the advertising business that we have so far seen."

To anyone who doubts this statement PRINTERS' INK need only point to the advertising total of the fifty leading magazines for 1909, review the increased interest in territorial advertising in the newspapers, and check up the most decided increase in standing and patronage of the street cars, the trade papers, outdoor advertising, as well as the religious papers and the foreign language newspapers. Each of these has had a very real impetus during 1909.

Moreover, certain general events in advertising have applied the test of fire to its institutions, with notable results. The effort of the "agent" for a very large advertiser, and the cautious inquiry of another large advertiser to secure direct commissions has shaken up the present advertising organization to its foundations—and proved it equal to the strain.

It has also proved more—the rapid progress of coherence and unification in the advertising business. What had been semi-sentimental post-prandial talk and hope was found to be a pretty substan-

tial reality. If nothing else had occurred in the entire year—not a new advertiser developed or any increase made over the year before—this certainty of coherence would have been enough to mark the year.

However, the advance in advertising in 1909 was of the broadest possible character. No year has ever seen a more liberal advertising outlook, from both advertising men themselves and from manufacturers. The distinct tendency toward making advertising fit more perfectly and sanely into sales plans has been more marked in 1909 than in any past year; and agencies have been fitting their service more and more to the merchandising idea.

The general state of business in 1909 showed marked health. There were one-sixth fewer failures in 1909 than in 1908, one-half less liabilities; a smaller commercial death rate than in all but five of the past twenty-eight years. Building expenditures in 1909 were 37.3 per cent greater than in 1908; and bank clearings aggregated an advance of 25.2 per cent over 1908 and 13.8 per cent over 1907. In agriculture a high-water mark was reached, and the total value of 1909 farm products is so large as to look like an unintelligible row of figures—\$8,760,000,000;—a gain of 869 million dollars over 1908! This accomplishes an actual doubling of farm wealth in ten years. The number of banks in the country has exactly doubled since 1900, and deposits increased by 94 per cent.

The increase in the volume of postal business increased 114 per cent in ten years, or a total increase of \$100,000,000. The imports into this country increased by 117 millions during 1909, showing the great increase in manufacturing activity.

Some excellent general hint of the exact extent of advertising increase can be attained by totaling the advertising carried in the fifty-five leading magazines and weeklies and comparing these with similar totals for the years 1908 and 1907. Taking the months of November and December as rep-

representative indicators of comparison in volume of advertising, the total lines carried stand thus:

November, December, 1909...	2,519,043
November, December, 1908...	2,056,937
November, December, 1907...	2,243,826

From these figures it will be seen that 1909 outstripped 1908 by almost half a million lines; and exceeds 1907 (held to have been a banner year) by about 275,000 lines.

There have been so many individual successes in advertising in the past year that they can scarcely be enumerated. Some very notable campaigns have occurred, both for old and new advertisers; and the extent to which new classes of mediums were adopted and precedents broken is very considerable. Among the noteworthy campaigns of the year has been the Van Camp's Milk campaign, that of the Dodge Manufacturing Company, and many interesting automobile campaigns.

AMONG THE PUBLISHERS.

Perhaps one of the more important developments of the year has been the marked tendency toward open circulation records. Both newspapers and magazines have made considerable progress along these lines. *Collier's Weekly* gave impetus to the movement early in the year by adopting the open record policy, and going to unusual lengths in this policy.

The consolidation of the Butterick and Ridgway Companies was a notable event, and many distinct advances, such as the increase in size of the *American Magazine*, the very interesting progress of *Hampton's Magazine* in making a place for itself, and the rehabilitation of the *Metropolitan Magazine*, have been made in 1909. The effect of the Roosevelt articles on *Scribner's Magazine* and the *Outlook* has been one of the events of the year, and the *Century Magazine's* heavy expenditure for advertising itself has been most interesting.

Particularly interesting has been what a prominent agent calls a "stampede" of advertising to the *Saturday Evening Post*. Many advertisers who have never advertised before have appeared in the *Post* alone this year. The ulti-

mate possibilities of big circulation and its relation to advertising are being uniquely tested by this publication, in a way that is very generally interesting. The women's publications have had a particularly prosperous year. Two new ones have been added—*Popular Fashions* and *Everyday Life*.

The closing days of the year were marked by a scare regarding the possible increase of postal rates, which at once has become an absorbing topic of publishing interest.

WHAT THE AGENTS SAY.

"There is every prospect of a broad increase for 1910, 1911 and 1912," says Frank Presbrey. "A careful study of the situation shows that the consumer is as anxious to buy as he was anxious to save during the last two years."

"The firearms business has greatly improved, and we have found that when business is good in this industry, it is good in all others. There is evidence of a strong tendency toward a rational production in all lines and a disinclination to over-produce in spite of the great volume of business actually in sight. We have never been as busy as we have been the last six months, and the prospects for 1910 look very interesting."

George Batten of the Batten Agency, in an interview, expressed himself as being confident that 1910 would be one of the big years in advertising. He said: "The outlook is very bright, indeed. I firmly believe that opportunities in 1910 for advertising thoroughly good goods are extraordinary. Advertising has been moving onward and upward, and is becoming established as an indispensable factor in national merchandising plans. Judging from indications, advertising will establish itself on a higher plane this year than it has occupied at any time in the past."

"More interest is being shown among advertisers and possible advertisers each day. In the last twelve months, a gratifying number of firms have come to recognize the potency of printers' ink. The improvement in advertising ideals and practices, the purging that the pursuit has been putting

Sales vs. Inquiries

IT is no trick at all for a clever advertising man to secure a satisfactory number of inquiries from his copy. But to have the replies enclosing money, especially in personal checks, outnumber the requests for catalog on a new proposition, is a real achievement.

We have reports from widely divergent lines of business that this magazine can be counted upon for such results, if its class of readers is studied and understood. This point, with the knowledge that many of our accounts have received direct returns from dealers sufficient to pay the cost of the space, is of vital interest to every man interested in advertising. It indicates the high water mark of confidence in the advertising idea, and the 300,000 women who make this magazine what it is.

There is no waste to this circulation.

GOOD HOUSEKEEPING M A G A Z I N E

The Phelps Publishing Company

New York • Springfield, Mass. • Chicago

itself through in late years are finding the inevitable result in the development of new accounts.

"In the past year the Batten Agency has added some new advertisers who had never advertised. Particularly of interest to us are two accounts of big textile manufacturers. This class of business has responded rather slowly to the advances of advertising arguments. It is a very old business and a very conservative one. It has been permeated with very conservative ideas of merchandising. Advertising as one of the new principles had to prove itself beyond doubt before the long established textile houses seriously considered it. Perhaps the textile business has overlooked the advantages of publicity longer than it should. Many manufacturers seemed to believe that what was good enough for their fathers was good enough for them. 'Let the goods speak for themselves,' was often the attitude. Some of them were afraid that advertising would hurt their business, inasmuch as they believed that advertising savored of lack of dignity. This class of business, however, is beginning to see the light, and 1910 ought to bring many more out into the open of active advertising."

Mr. Batten has studied the question of retailing and its relation to advertising for a long time. Years ago he himself was interested in a retail business. He said: "Advertisers can bank on the honesty of the retailer. The merchant is only very rarely a rascal and does not misrepresent. He won't sell one article as another; he may argue that one piece of goods is as good as another, but he will not consciously mislead the buyer."

"Another notable development of the year has been the rapidly growing appreciation of farm paper advertising. This appreciation is bound to grow still greater in 1910."

O. H. Blackman, of the Blackman-Ross Agency, gave a particularly lucid summary of the advertising tendencies of the past year.

"The most significant development of the year," said Mr. Blackman, "was the settling of the

Standard Oil Company matter. The attempt of the Standard Oil Company to secure direct commissions was an assault upon one of the principles that must go to making advertising a profession. Every profession must have a code of principles and of ethics, and it helped distinctly toward the establishment of that code when the attempts of the Standard Oil Company were frustrated.

"In addition to the Standard Oil question, two other features stand out above others as significant developments of the past year. One of these was the effective advertising of the Bell Telephone Company. The Bell Telephone Company have demonstrated beyond a doubt that advertising can be made to intrench still more securely a big public service corporation.

"The third noteworthy feature is the campaign of the Sealship Oysters. This advertising has helped to overcome geographical conditions which had formerly been a barrier in the way of getting Eastern oysters to the Middle West market in prime conditions.

"In reviewing the past year one cannot overlook the fact that there has been less and less spreading of appropriations. In other words, there has been a tendency to concentrate on a few publications of great circulation.

"The matter of newspaper and magazine circulation has been more thoroughly considered by advertising men than ever before. Periodicals have been made to feel that advertisers were buying the attention of a definite number of readers and that these advertisers must be shown beyond suspicion just where and to how many people the magazines go.

"I do not desire to cast any reflections upon those worthy periodicals that talk 'quality.' A 'quality' circulation is a mighty good thing to have, yet at that the tendency is for publishers to establish to the satisfaction of any reasonable inquirer the amount and kind of goods they are selling. A detailed circulation statement by States and classes is something the advertisers are coming to demand. Right here I would say that *Mod-*

ern Priscilla, Associated Sunday Magazines and Collier's Weekly have set good examples in making their circulation known thoroughly and satisfactorily.

"Certain events in the trade paper publishing field have attracted attention. I believe that trade papers have been a much misused and neglected class of advertising mediums. The results to be derived from the judicious use of trade papers are substantial. They are potent to secure thorough distribution. As much attention should be given by an advertiser to appealing to the trade and to writing copy that will appeal to the trade and will get the trade's co-operation as in appealing to the consuming public. The jobber and retailer are factors in the distributing scheme that exist as a result of economic evolution. To overlook the plain road for securing their active co-operation and good will is bad business. The trade papers are worthy of being taken more seriously.

"I will not say that there is not room for improvement among trade papers themselves. Not a few of them are comatose, not fully awake to the present-day conditions. There is a drift, however, among them toward better standards. Nineteen hundred and ten will see them go a long way ahead in the amount of business secured and in the estimation of the advertiser.

"I have spoken of the professional spirit in advertising. A good deal has been said upon that topic. The point is that there will be no profession of advertising until advertising men make their vocation accord with certain standards that will put it in the class with the recognized professions. The professional spirit has been growing apace. Better ideas and a better conception of advertising trend and advertising needs has been bringing out a better class of men. There is still room for great improvement. Right now the work needs more men of the right stripe—men of intelligence, men who know merchandising, men of personality and sympathy.

"Advertising is now about forty

years old. Certain principles have come about, of the 'must' or 'must not' kind, and still others will, as the work develops, become crystallized into a real ethical code.

"Advertising offers unequalled advantages to good men. Particularly is there a dearth of competent copy writers. To be sure we have swarms who can write copy that has literary merit, but that is not the point. We want men who can grasp merchandising principles, who can advance arguments that will have motive force. The chief defect with many copy writers is that they don't think their proposition through. They put pencil to the paper and let it slide through any old sort of argument that happens to occur to them."

Ralph Holden, of Calkins & Holden, makes interesting reference to the developments of the year in the increase of advertising aggressiveness. "It is interesting to me to note the general effect that the extremely aggressive advertiser has had in the past year upon the body of more conservative advertisers. They have been led, perhaps even forced in many cases, to drop their rather small space and mild advertising policy and assume the more aggressive pace established by competitors or by the general trend of advertising. This has led to making advertising a more intimate part of their selling.

"It is equally interesting to note the more secure and respected position of advertising men in the councils of practical manufacturers. It has not been so many years ago that quite the reverse was the case. That old sort of advertising man is not so much noticeable in the advertising business to-day; and considerable new blood has come into the field, perhaps especially so in the past year—new blood which is of a more completely business-like nature."

DEATHS OF THE YEAR.

A considerable number of publishers and advertising men died in the past year. Among them were: William Laffan, of the New York Sun; Peter F. Collier, of Collier's Weekly; Homer W. Hedge, advertising agent; Albert

A Pope, of the Pope Manufacturing Company; Albert Pulitzer, founder of the *New York Journal*; Robert Hoe, of printing press fame; Andrew Pears, of Pears' Soap; Dr. John H. Woodbury; Lemuel T. Atwood, of the Scripps' *McRae* newspapers; Leopold Markbreit, of the Cincinnati *Volksblatt*; Andrew J. Aikens, of the Milwaukee *Wisconsin*; James E. Diefenbaugh, of the *American Lumberman*; Richard C. Michaelis, of the Chicago *Record-Herald*; J. Ambrose Butler, a founder of the A. N. P. A.; Richard Watson Gilder, of the *Century Magazine*; Alexander K. McClure, of the Philadelphia *Times*.

NEW AGENCIES STARTED, AND DIS- SOLVED.

The following new advertising agencies were started during the past year: Colin Armstrong Company and Coupe & Wilcox, New York; Staples Advertising Agency, Richmond; Doremus Morse Agency, New York; M. D. Voulion, New York; Leight Advertising Agency, Chicago; Hardin & Leacham, St. Louis; Irving Rosenbaum and P. H. Solger, New York.

Among the consolidations were the C. E. Sherin Agency and W. F. Hamblin & Co.; Biggs, Young, Shone & Co., accounts taken over by Frank Seaman, Inc.; Manufacturers' Advertising Bureau and Banning Company, all of New York; Harrison Parker and J. L. Stack, Stack-Parker Agency, Chicago. The J. Walter Thompson Company absorbed George Frank Lord and O. J. Mulford.

AMONG THE SPECIAL AGENCIES.

Not a few changes have occurred in the special field. The new agencies established were the MacQuoid-Alcorn Company, New York; H. W. Henkel, Chicago; Fuller & Henriquez, and B. F. Henriquez, Chicago. A. I. Klein succeeds Charles J. Billson, retired. New offices were opened by Hand, Knox & Co. in Kansas City and Atlanta; S. C. Beckwith Agency in Kansas City, Paul Block in Boston, and Chas. A. Menet in Chicago.

The Standard Paper for Business Stationery—"Look for the Water-mark"

SUPPOSING you yourself care nothing about the appearance of your business stationery—would as willingly use wrapping paper—the question then is, Are your letter heads designed to attract you, or your customers and prospective customers?

The unusual popularity given

OLD HAMPSHIRE BOND

as a paper for business letter heads indicates some thought on the stationery question.

Even if there were but one Old Hampshire Bond enthusiast on your list, and your letter head on the paper he uses created a feeling of recognition, his one order might turn the slight extra cost of a paper like Old Hampshire into a most profitable investment.



Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

**SOUTH HADLEY FALLS
MASSACHUSETTS**

Made "A Little Better than Seems Necessary"—"Look for the Water-mark"

SCRIBNER'S

Scribner's Magazine has doubled its circulation in four months. This is the natural expression of a general desire to read Mr. Roosevelt's story of his African Hunt. The bulk of this increase is in yearly subscriptions, each day of December showing a gain two, three and four times greater than any previous year.

Mr. Roosevelt's story began in October. 100,000 extra copies of that issue fell short of satisfying the demand.

The story was a surprise. No man more famous than Mr. Roosevelt ever wrote. The edition sold out in three days. Curiosity sold it—but it was the fascinating interest of the story itself, something of the strength and magnetism of Mr. Roosevelt's personality quite as much as his popularity, that caused universal comment and made the sale of the November, December and January Scribner's go up in successive bounds.

MAGAZINE

Each month of 1910 will add its increase to the total sales, for Scribner's is publishing a truly great story—a most interesting narrative of personal adventure. Written in the hunting camp in the Jungles of Africa it has all the color and atmosphere of immediate action, all the enthusiasm of a great man realizing a long-hoped-for pleasure.

The Roosevelt articles will run through the year—the leaders of a magazine of great interest and high artistic and literary merit.

A new value in publicity is offered to advertisers in Scribner's. A long-established magazine of the highest type, selling for 25 cents and with a great popular distribution, is unique. It combines the two most desirable elements in magazine circulation, quality and quantity—readers that have refinement, brains and money—and a sale that covers practically the entire field of such readers. Such publicity is without waste. It is new. Its advertising value cannot be exaggerated.

HOW GLOBE-WERNICKE IS SPENDING \$100,000 TO CREATE MORE BUSINESS.

AN UNUSUALLY LARGE AND THOROUGH CAMPAIGN RUNNING SINCE FALL—A "FLANK" CAMPAIGN WITH A BOOK ABOUT BOOKS TO STIMULATE LIBRARY PRIDE—PRESIDENT YEISER'S VIEWS OF TWO WAYS TO SELL GOODS—ADVERTISING MANAGER'S IDEAS ON CO-OPERATION WITH DEALERS."

Last fall the Globe-Wernicke Company, Cincinnati, began what it believes to be the most extensive advertising campaign ever undertaken by a furniture advertiser.

This campaign was begun in a spirit of energetic effort to do some broadly creative work to widen the general market for bookcases, etc. The publication of a splendid book, bound in boards, called "The World's Best Books," was the basis of a considerable part of this campaign, for the spreading broadcast of this book was looked upon as fundamental.

It was realized by the Globe-Wernicke people that in order to increase the sales materially it was necessary to make advertising do some definite, concrete things, and get the Globe-Wernicke idea before a wider range of people perhaps more incisively than had ever been attempted.

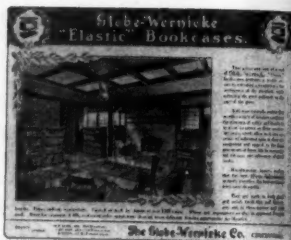
The advertising campaign was then "stripped for action," so to speak, and with the book about the world's best books to stimulate every family, and a book on "Finding and Filing Papers" to stimulate business and professional men, it was felt that a strong "wedge" was secured.

Then every ad in the magazines was illustrated with a concrete, identified style of bookcase, with the price attached, to add another edge to the advertising. The art work on these magazines was quite notable—half-tones for the bookcases and pencil sketches for the surroundings.

The magazine advertising was laid out to start with a double-page spread in the *Saturday Evening Post* and *Collier's Weekly*,

and the following very generous magazine list was made up:

Interior, Keith's Magazine, Ladies' Home Journal, Ladies' World, Literary Digest, McCall's Magazine, McClure's Magazine, Munsey's Magazine, The Outlook, Pacific Monthly, Quarterly Style Book, Saturday Evening Post, Scribner's Magazine, Sunday School Times, Uncle Remus Magazine, Woman's Home Companion, American Illustrated Magazine, Associated Sunday Magazines, Atlantic Monthly, Century Magazine, The Churchman, Case and Comment, Collier's Weekly, Cosmopolitan Magazine, Country Life in America, Current Literature, Everybody's Magazine, Extension



Magazine, The Fra (Elbert Hubbard), Good Housekeeping, Hampton's Magazine, Harper's Monthly, House Beautiful, Independent.

Then, to influence business men, the following list was added:

American Industries, American Banker, Architectural Record, Bookkeeper, Collier's Weekly, Harper's Weekly, Industrial Engineering, Literary Digest, Modern Methods, Outlook, Review of Reviews, Saturday Evening Post, System, World Today, World's Work, PRINTERS' INK.

Before a single one of these ads appeared the sales department took up its end of the campaign. Two handsome large-size dealers' books were made up, reproducing the full series of magazine and newspaper advertisements, together with some strong talk on the value of association with a strong nationally advertised line of goods. A table was given showing in just what magazines the bookcases and

FARM AND HOME

This map shows the distribution of the subscribers to **FARM AND HOME**, as per subscription list, September 1, 1908. The Western Edition territory is shown by the light printing, the Eastern Edition by the dark printing.



Subscribers on Each Edition

Eastern Edition, 237,316 Subscribers Distributed at 24,949 Postoffices
 Western Edition, 244,992 Subscribers Distributed at 26,319 Postoffices

REACHING NEARLY 90 PER CENT OF ALL
 THE POSTOFFICES IN THE UNITED STATES

500,000

Circulation among a class of farmers who realize that for nearly 30 years the rural twice-a-month magazine *Farm & Home* has been helpful, instructive, vigorous, snappy.

Always ready to fight their battles, champion the home, expose the interests that fatten upon the public, this great army of half a million farmers and their families tie to *Farm & Home*.

These are some of the reasons that with its flat rate of

\$2.00 per Agate Line

Farm & Home is found to be such a fine paying proposition for the national advertiser seeking rural trade.

THE PHELPS PUBLISHING CO.,
 SPRINGFIELD, MASS.

NEW YORK, 439 Lafayette Street. CHICAGO, 1448 Marquette Building.

in what the filing devices would be advertised. All inquiries and direct sales being turned over to the dealer, and a most exceptional variety of advertising help offered, this campaign made a strong impression, inducing many new dealers to sell G-W goods and many old ones to increase their stock. Some very striking suggestions were offered for lifelike window displays, with human figures in them.

One hundred thousand dollars is said to be the cost of this elaborate advertising campaign, which has in the past three months quite abundantly proved itself. The trade journals noted the campaigns and assisted by printing articles tending to show the advantage of linking up with a sincerely managed national co-operative campaign. The newspapers are also being used in some cities.

The policy of the Globe-Wernicke house is outlined by President H. C. Yeiser: "To make honest goods, to give prompt service, to practice fair dealing, charge reasonable prices and treat everyone alike. The righteousness of its policy of fixed prices—with no discounts, no inside rates, no mental reservations—is being recognized more and more every day in the business world.

"This policy necessarily means fair and reasonable prices—for the public cannot long be deceived as to the actual value of any manufactured article. The uniform price-policy of the Globe-Wernicke Company embodies the prepayment of freight. This house believes that its goods have the same value to the user, whether he lives in Cincinnati, in New York, in St. Paul or in New Orleans, and it therefore sells at a fixed price, freight prepaid, whether the customer lives one mile or one thousand miles from the factory.

"I spend the Globe-Wernicke Company's money for advertising for two reasons," says Mr. Yeiser, "the first being that it creates a demand for the goods, and the second being that having gotten started and found it good, I am afraid to stop.

"As I look at it, there are two

ways of selling goods; one is to hunt up the customers and coax them into buying, and the other is to spend some money for advertising, and then let the customer come to us and ask for the goods. I like the latter way best, especially as more customers are found in that way than hunting them up individually.

"*Globe-Wernicke Doings*, our house organ, carries with it a list of our principal customers, which is revised every month. I do not know of any other concern which publishes such a list, and indeed I do not know of any other concern which has as few secrets in their business as we have. Everybody knows where our business comes from and what our prices are."

Louis Henry Martin, advertising manager, has been an active factor in shaping the advertising plans.

"The sale of any article sold through the trade is a three-cornered transaction," says Mr. Martin. "In the first place, there is the manufacturer, who makes the article. In the next place, there is the dealer, the channel through which the article is distributed. Finally, there is the consumer—meaning by consumer the man who buys the article for use and not to resell it.

"When the present widely used advertising methods were devised, some means of solving the sales problem presented by these three links in the complete selling chain had to be worked out. A great many manufacturers felt that it was useless to advertise direct to the public unless they were selling goods direct—and there are many who still believe this, although the number is steadily decreasing year by year.

"There were others who went ahead independently with advertising plans, making no systematic attempt to enlist the co-operation of the dealer handling the goods being advertised. A large proportion of their good money was wasted—most of it unnecessarily. Finally, there has been developed by progressive advertisers of the present day a closely knit, intimate co-operative relationship between maker and dealer, so that every

dollar spent by a manufacturer to introduce an article to the public through general publicity is placed at the disposal of and spent for the direct benefit of the dealer selling the article. The means of accomplishing this and the profitable results derived from it are of immediate moment to the dealer who is alive to the big opportunities presented by what we may call the 'triangular method' of selling goods through national advertising by the manufacturer to the general public, and through local advertising by the dealer to the possible customers in his immediate locality.

"Such a plan of co-operation presents an ideal condition for the promotion of trade. A reciprocal arrangement by which the dealer who follows an *intelligent* suit to the manufacturer's lead is reasonably sure of dividing stakes as well as honors at the end of the game.

"Sometimes the manufacturer, in his anxiety to market an article, for which he is reasonably sure there will be a ready demand, advertises it in periodicals that reach the consumer before the trade has been fully informed concerning it. By such a lead the dealer is thrown off his guard and must suffer the consequences of seeming less informed on goods directly in his own line than the consumer—a position somewhat embarrassing, to say the least.

"It is only natural, then, that certain friction arises between the manufacturer and the dealer, who jumps to the conclusion that the former is trying to gain some undue advantage. A saner course to pursue is for the manufacturer to take the agent into his full confidence first.

"If it be a national campaign that has been decided upon, let the trade have the initial plan put before them in a comprehensive manner. Those dealers who are in the progressive class will respond to the suggestions with alacrity.

"They will not anticipate the manufacturer, who has the advantage of holding the leading cards and who should make the first play."

A PUZZLE FOR ADVERTISERS

HOW CAN



Every Woman's
Magazine

Afford to Give

160,000

Sworn Circulation

At only 40c a Line?

As a matter of fact we cannot afford to do so. We are only doing it to introduce

Every Woman's

WHY NOT TRY A
KEYED AD?

A 25-line ad will cost you only \$9.50. If it does not pay you we will never ask you to come in again. Give us the *supreme* test. The returns will agreeably astonish you.

The Prize Winner in our puzzle contest, published in **PRINTERS' INK** of Jan. 5th, is Mr. Lawson Dreese, of Freeburg, Pa. The prize awarded is

\$100.00

worth of space.

EVERY WOMAN'S
MAGAZINE

34 W. 33d Street, New York

THE BISSELL SWEEPER SUCCESS AT MAINTAIN- ING PRICE.

A FAMOUS CONCERN'S REMARKABLY
UNIFORM ABILITY TO HOLD PRICE—
ADVERTISING STRONGLY CREDITED—
75 TO 85 PER CENT OF MARKET
CONTROLLED—BOTH JOBBERS AND
DEALERS DEALT WITH—ADDRESS AT
HARDWARE DEALERS' CONVENTION.

By R. E. Shanamon.

Advertising Manager, The Bissell Carpet
Sweeper Company, Grand Rapids.

When the Bissell Sweeper was introduced on the market thirty-three years ago the policy of price maintenance, of fixed wholesale and retail prices, same to be rigidly enforced, was practically unknown, especially in connection with the sweeper business. No manufacturer of carpet sweepers except ourselves (until within the last few years when they have been forced to follow our lead) ever conceived the idea of establishing fixed retail prices on his goods, and what has been the result?

Carpet sweepers were manufactured and marketed long before the introduction of the Bissell, but the policy of our competitors from the beginning to the present time has been to seek recognition through the offering of lower prices, totally disregarding the retail prices, with the result that their product has been sold at any price suiting the whim of the dealer, killing the profit for every other merchant handling the goods and finally doing the inevitable—killing the demand for the goods thus loosely marketed.

Considering that we have had competition all the time we have been in business, that our competitors in many instances have been men of unquestioned ability, and pronounced successes in other lines, and that they have had in many instances more capital than ourselves to prosecute their business; that they always claimed to have a superior product to ours; always offered it at a lower price than ours; what should be the reasonable conclusion as to the causes

that have made the Bissell sweeper the recognized leader throughout the world? Simply this: With the beginning of our organization we established our business on a sound system of price maintenance and saw to it that our prices were strictly enforced.

The best proof I can give you as to the vital force and far-reaching effect of price maintenance in our business, supplemented by strong, consistent advertising, is to say that we are to-day manufacturing and marketing *fully seventy-five to eighty-five per cent of the entire world's consumption of carpet sweepers*. The foregoing statement is not made boastfully or egotistically nor is it intended to show the brilliancy of our organization. What is intended is to demonstrate to you through facts and figures what I conceive to be the power of a well-defined price-maintenance policy supported by strong advertising.

HOW BISSELL COMPANY DOES IT.

A brief outline of our methods of price maintenance will be of interest. As we sell the jobber as well as the retailer, you will appreciate that the task of maintaining our prices is more complex and difficult of accomplishment than if we passed our goods through but one channel of distribution. It should be gratifying to any manufacturer contemplating the adoption of a price-maintenance policy, when I tell you that we have no great difficulty in obtaining the co-operation of both jobbers and retailers in the strict maintenance of our prices.

It is true that in the beginning when the policy of restricting prices had been little advocated, and when it was not generally understood, many dealers felt that it was a direct invasion of personal liberty and a positive usurpation of the dealer's prerogative to attempt to tell him the price at which he must sell a piece of merchandise which he had bought and paid for.

Mark the change of sentiment on price maintenance; to-day we are having the loyal support and co-operation of all the best jobbing and retail trade in this and

foreign countries; and right here I want to say that in my judgment there never was in the history of merchandising a more opportune moment to inaugurate a price-maintenance policy than the present. Price maintenance has been adopted by so many manufacturers during the past few years, and the principle has been so productive of good results, and has been approved so generally by the best jobbing and retail trade of the world, that I would strongly urge and recommend to any manufacturer who is producing an article of quality, protected by either patent or trade-mark, to lose no time in adopting a policy of restricted prices as far as this is possible in the conduct of his business.

NEVER IN COURTS.

To demonstrate how thoroughly the trade now understands that the manufacturer of a patented article has the legal right to fix the price on his commodity, *we have never once been obliged to go into the courts in this country to enforce the maintenance of our prices; and only a few cases have arisen where a dealer even threatened to cut our prices, and take the matter to the courts in defiance of our policy.* A few years ago one of the largest department stores in Buffalo threatened to go into the courts in opposition to our policy, and spend \$10,000 if necessary, to defeat us; but after they took time to investigate with their attorneys they concluded it was best not to go into litigation, and to-day they are one of our best customers in Buffalo and are selling our goods at correct price.

Only recently one of the largest department stores in Chicago threatened to cut our prices on our regular line of goods; if we would not agree to brand the goods specially for them, they to cut on the special brands. We discussed the question with them on the broadest lines we could command, politely refusing to accede to their request, and giving them to understand that we would defend our policy of fixed prices to the last ditch; with the result that they receded from their position,

and will continue to sell our goods and maintain our prices.

There have been some notable decisions during the past few years sustaining the right of the manufacturer of a patented article to fix the price on his commodity.

WHAT ENGLISH COURT DECIDED.

We had occasion some time ago to proceed against an English merchant for cutting our prices, and the court granted us an injunction, and the decision of the English justice was most sweeping in the recognition it gave to the right of the manufacturer of a patented article to fix the price on his commodity. Justice Wills, of the English Court, in summing up the case, stated as follows: "The sale of a patented article carries with it the right to use it in any way that the purchaser chooses to use it, unless he knows of restrictions. If he knows of restrictions, and they are brought to his mind at the time of sale, he is bound by them. He is bound by them on this principle; the patentee has the sole right of using and selling the articles, and he may prevent anybody from dealing with them at all. Inasmuch as he has the right to prevent people from using them or dealing in them at all, he has the right to do the lesser thing, that is to say, impose his own conditions. It does not matter how unreasonable or how absurd the conditions are; it does not matter what they are; if he says at the time the purchaser proposes to buy, 'Mind, I only give you this license on this condition,' the purchaser is free to take it or leave it as he likes; if he takes it, he must be bound by the conditions. This seems to be common-sense and not depend on any present law or any other particular law."

The Ingersoll watch people, who maintain a policy of restricted prices, have had numerous decisions in their favor. The two most notable decisions that I recall and which have occurred recently, sustaining the right of the manufacturer of a patented article to fix his price, are those of The Victor Talking Machine Company

vs. The Fair, and the Dover Manufacturing Company vs. The Fair. These cases were fought bitterly, and carried to the Supreme Court, decisions being rendered favorable to the manufacturers.

In all the decisions that have thus far been rendered the courts have made it perfectly clear that when the Government grants a patent it intends to do something more for the patentee than to merely give him the exclusive right to make and vend his invention for a limited term of years. The only object that the Government has in granting patents is to stimulate invention for the general good, and there can be no stimulus to invention unless the inventor is able to enjoy some profit from his invention. If he cannot fix the price on his commodity, and if every jobber and dealer can cut the price, thus killing the demand for the article, it is evident that the patentee would be robbed of his profits, the very thing the Government expects him to enjoy when his patent was granted.

FAMOUS EXAMPLES OF PRICE MAINTENANCE.

And now a word in regard to the effect of price maintenance on other lines. Consider the commercial standing of such products as the Knox and Dunlap hats; consider the prestige of the E. & W. collar—through their price-maintenance policy. A notable example of the virtue of this policy is shown in our own city through the present status of The Macey Company. A few years ago this business was established by Fred Macey, a young man of unusual ability, but who in his ambition gave more thought to building up a business rapidly than safeguarding it through a carefully devised selling policy. Although Mr. Macey was a most skillful advertiser, and although he made most marvelous strides, within a short period, in building up a business, things did not go right, and finally, when Mr. Macey died, Mr. Wernicke, the so-called father of the sectional bookcase idea, was called to take the management of the

business, and in his reorganization of this business he put into effect price maintenance, and has rigidly adhered to this policy, with the result that while the business was in bad shape when he took hold of it, it is to-day in the healthiest kind of a condition.

The policy of price maintenance, to be fairly and honestly carried out, entails upon the manufacturer the same obligations to strictly maintain prices as it does upon the jobber or retailer. A salesman of ours would no more think of taking an order at cut price than of sending in his resignation. A manufacturer advocating price maintenance must practice what he preaches; he must keep faith with the jobbers, and never take an order, however tempting, at cut prices. This policy has won for us the confidence and co-operation of the best jobbing trade in this country, and I can say in all candor that the time is past when we ever hear of a jobber cutting our prices. Price cutting is a species of commercial debauchery that rests upon the relentless doctrine of the survival of the fittest, upon the narrow, cold-blooded principle that merchandising is a sort of commercial warfare; that "all's fair in war," and "the devil take the hindmost." Price cutting lowers the commercial standing of the manufacturer, jobber or retailer who practices it, destroys profits, breeds distrust, fosters prevarication, forfeits confidence, and finally robs the consumer by debasing the quality of the commodities upon which prices are cut, if not actually driving them from the market.

CUTTING MOTIVE ALWAYS BAD.

When you analyze it, the motive of the price cutter is always bad. Did you ever happen to notice that he usually selects an article for cutting that is well known and well advertised? He knows that the general public are better acquainted with such an article, and he figures that by selling such a well-known article at a cut price it will give the impression to the buying public that he is selling all other commodities at equally reduced prices.

IT IS A MATTER OF RECORD

If your advertising appeared in The Chicago Record-Herald last year it may interest you to know that your judgment as to its value as an advertising medium was well founded.

Not only did The Record-Herald break all of its own records but it reached the highest standard of advertising efficiency in its history during the year 1909, its banner year. It carried more advertising—received more money for its space AND BROUGHT BETTER RESULTS than during any previous year in its history.

And The Record-Herald gains were not confined to any one class of business or special line of advertising, as the following tabulation will show:

The "Chicago Record-Herald" in 1909 Gained

405,117 lines in local advertising

262,487 lines in foreign advertising

A Further Analysis Shows a Gain of

154,045 lines in Department Store Advertising

116,625 lines in Financial Advertising

94,675 lines of Display and Classified Automobile Advertising

The Record-Herald in 1909, as in previous years, published more Hotel and Resort advertising, School and College advertising and display and classified Automobile advertising than any other Chicago newspaper.

And what does it signify? Ask the advertisers who increased their copy in The Record-Herald last year three-quarters of a million lines.

The Chicago Record-Herald
NEW YORK OFFICE 437 FIFTH AVENUE

A FORTY-CAR ADVERTISING TRAIN FOR "H. & M." PAINTS.

HOW A CHICAGO HOUSE GOT THE FULLEST ADVERTISING VALUE OUT OF A TRAINLOAD ORDER—THOUSANDS VISIT THE TRAIN—LECTURES TO PAINTERS EN ROUTE—DEALERS EXPLOIT THE TRAIN.

It takes a Western manufacturer to seize upon every possibility for good advertising.

Recently Heath & Milligan, makers of "H. & M." Paints, Chicago, received an order for enough paint to fill forty cars from the Marshall-Wells Hardware Company, of Duluth, Portland and Spokane. The train, when finally loaded, contained 15,727 boxes, 160 barrels, 4,262 kegs and casks, in which were packed 194,414 packages of paints, enamels, etc. This paint would be sufficient to paint a one-foot path around the entire world.

It was immediately planned to make the progress of this double-header train a traveling advertisement for "H. & M." Paints. A ten-foot brass horn phonograph was installed, which was used at some of the stations en route, to entertain. Concerts interspersed with advertising were given.

Attached to the train was an advertising coach, decorated with all kinds of advertising, samples, etc., and containing the treasurer of the company; a special sales representative; A. G. Barnet, the advertising manager; a paint expert and others. At Fond du Lac, C. D. Lamb, advertising manager of the Marshall-Wells Company, joined the train, as well as others interested. Each freight car had a long cloth sign on both sides, strongly advertising "H. & M." Paints.

En route, at various stations, large and small, crowds gathered, schools ordered recesses, and business almost stopped, to view this advertising train, and visit the advertising coach. More than 3,700 people went through the advertising coach in one small town. The "H. & M." dealers, at various points, had served as local press

agents, and had crowds on hand to get souvenirs. Mayors presented keys to their cities, and at evening stops the paint expert gave paint talks to gatherings of painters, arranged by dealers.

In order not to confine the advertising value of this train to the



INTERIOR OF ADVERTISING COACH. . .

district through which it passed, photographs were made of the train, and a whole issue of *Co-Operation and Expansion*, the house organ of the firm, was given up to descriptions of it. A forty-inch reproduction of the photograph, printed on enameled paper, was offered to merchants for window exhibits, and the longest and widest possible advertising was made of the events.

The Advertisers' Club, of Cincinnati, has elected Richard L. Prather of the Julian-Rohenge Company as president, and Albert de Montluzin, of the United States Lithograph Company, as first vice-president.

The *Bulletin of Photography*, published by the same company that publishes *Camera*, will, after February, absorb the *St. Louis and Canadian Photographer*, St. Louis, Mo.

Oliver S. Henninger, editor of the *Daily City Item*, of Allentown, Pa., died on January 5th. Mr. Henninger had been connected as editor with the *Item* since June, 1902.

H. W. Kastor & Sons' Kansas City office is sending out renewal orders to mail-order, farm papers and weeklies of dailies for the German-American Institute, same city. Twenty-four-line copy is being used in February and March issues.

D. J. Lane, St. Mary's, Kan., is placing orders through H. W. Kastor & Sons, Kansas City, for a nine-line reader to run in dailies, weeklies and mail-order papers.

A Flat Rate

On December 20th, 1909, Orange Judd Weeklies went on to a flat rate of \$1.25 per line for the Trio combined; or 60c. per line in American Agriculturist; 50c. per line for Orange Judd Farmer; 40c. per line for New England Homestead.

They also increased their commission to recognized advertising agents from 12½% to 15%.

These new rates became OPERATIVE AT ONCE.

The old rate card on Orange Judd Weeklies was made when their circulation was only 218,000 weekly—now it's 305,000 weekly guaranteed as follows:

American Agriculturist, 135,000

The largest circulation of any weekly farm paper in the world.

Orange Judd Farmer, 120,000

The second largest circulation of any weekly farm paper in the world

New England Homestead, 50,000

A larger circulation than all the other New England farm papers combined.

A Total Sworn Circulation of 305,000

Orange Judd Weeklies are read by the best farmers of the whole country, people who demand advertised goods of their dealers, as well as who buy by mail from direct advertisers.

We carry—and pay—the best known general as well as agricultural advertisers.

ORANGE JUDD COMPANY

Headquarters:

Western Office:
1448 Marquette Building
Chicago, Ill.

439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

THE AMERICAN WEEKLY

OF THE SAN FRANCISCO EXAMINER

For Country Circulation in the West

Reach the farmers and the farmers' families in the land of big crops and fat purses. You can reach more of them, more quickly and economically, by using "The American Weekly" than any other single medium published. It penetrates to the obscure rural delivery routes, enjoying a clientele of substantial homesteaders and well-to-do farmers who are obliged to buy at a distance.

It Takes Up the Trail Where the Big Dailies Stop

It holds the interest and commands the confidence of its readers because it is at once the best weekly newspaper, the best farm journal and the best family magazine circulating in the coast and near-coast States.

CIRCULATION

AMERICAN WEEKLY

75,668

IN RURAL DISTRICTS

OF THE

COAST STATES

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THE MOST ADVANTAGEOUSLY DISTRIBUTED CIRCULATION IN THE ENTIRE WEST

Going to the substantial farmers, cattle raisers, sheep herders, dairy-men, orchardists, poultry raisers and others interested in rural pursuits who have the money to buy by mail and the disposition to gratify their fancies. As a medium by which to reach this great special class, and reach it right, the "AMERICAN WEEKLY" has no successful rival, east or west.

Eleven States as above	69,907
Hawaii	2,400
British Columbia	919
Street Sales	2,442
Total	75,668

THE AMERICAN WEEKLY

OF THE SAN FRANCISCO EXAMINER

74 Geary Street, San Francisco

M. D. Hunton, Eastern Representative, 239 Broadway, New York.
W. H. Wilson, Western Representative, 1409 Security Building, Chicago, Ill.

DOUBLING ADVERTISING DOUBLES "KLOSFIT" SALES.

INTERESTING DEMONSTRATIONS OF
SALES EFFICIENCY OF ADVERTISING
—SKEPTICAL AT FIRST, BUT ORDERS
FROM MANY COUNTRIES CON-
VINCED—NOT A MAIL ORDER BUSI-
NESS—EDUCATIONAL COPY OVER-
COMES DIFFICULTIES.

By Theodore E. Ash.

"We've doubled our output of Klosfit petticoats in one year," said Theodore Greenwald, of the firm of Greenwald Bros., Inc., Philadelphia, recently, "because we doubled our advertising appropriation. Business follows the sensible use of printers' ink, and I attribute our phenomenal success to the generous publicity given our proposition last year. We expect to break all records in 1910, because we intend to exploit the Klosfit petticoat in a bigger and broader way."

Greenwald Brothers have been making petticoats for sixteen years, but their first plunge into the pool of magazine advertising was less than two years ago. It was at this time that they secured patents on the Klosfit, an improved petticoat that fits the hips as though molded to the form. It is made with an elastic mesh jersey gusset over each hip and with an elastic waist-band. The placket is held snugly in place with glove clasps. Men folks, of course, would hardly be expected to grasp the advantages of such a petticoat, from such a description, but the fertile minds of the N. W. Ayer Agency, under the direction of Mr. Wright, saw its interesting marketing possibilities, and planned a campaign that in a few months spread the fame of the Klosfit to every country on the globe. The Klosfit success is quite astounding.

Greenwald Bros. were a bit skeptical at first, as to the claims made by the Ayer people, but when the returns started to come in from such far-away countries as Russia, China, British Honduras, etc., and from nearer places, as Ireland, Scotland, Belgium and

the Panama Canal zone, then were they convinced that the marketing difficulties were overcome.

The Klosfit is not a mail-order proposition. The magazine publicity is conducted solely to benefit dealers. Where there are no local dealers, then direct orders come from the ads themselves. The mediums used were all the standard magazines, published solely in the interests of women. For instance, the *Ladies' Home Journal*, *Style Book* and *Quarterly*, the



Woman's Home Companion, the *Butterick* trio and *Modern Priscilla*. These are especially mentioned because they brought the best results. No newspapers were used except those in a local way by individual dealers, and at their own expense.

One of the greatest marketing difficulties, which was anticipated and overcome by clear, concise copy, was to make the prospective purchaser understand that the Klosfit comes in but size waist bands, which are self adjustable to any waist—one to fit a waist 22 to 28 inches, the other, one of 28 to 36 inches.

A campaign of an educational nature was conducted through a series of letters and printed instructions to dealers, telling simply and pointedly the advantages of this petticoat over others, as an

undergarment for the newer style of princess gowns. Possibly no other series of talks have proved so materially helpful to dealers and their salespersons.

Simplicity is the keynote of the entire Klosfit campaign. Greenwald Bros., who a few years ago ranked among the smaller petticoat makers, now have facilities for making a thousand dozen garments a week. They make all of their own boxes, and have just installed a shop to make and repair much of their complicated machinery.

They advertise to bring people to the store. Every direct order is returned to the nearest dealer, and he is credited with all business in his territory.

Recently, by the way, a regular United States post-card was received from Shanghai, China, which was a reminder of a fact little known—that the United States maintains a post-office at Shanghai.

THE BRILL ADVERTISING POLICY.

SAM W. HOKE.

NEW YORK, Jan. 11, 1910.

Editor of PRINTERS' INK:

Did you read that interview with Brill Bros. in your last issue?

The one in which they criticize their former advertising manager (Jos. Brainerd, I presume) for using price comparisons in order to fill their stores with buyers; the one with sample ad containing a picture of Margaret Illington and some words, reproduced for edification? That's the interview I mean.

Remember it? Well, "fergit it."

Forget it, and read the enclosed ad in a sheet torn from yesterday's *World*: I send the entire sheet, that you will know I am not ringing in a last century ad.

Notice the sale of two duds to two dudes for \$22, reduced from \$27.50. Notice the \$40 and \$35 suits "that were \$45," now \$30. Also notice that if those two dudes had only waited, they could now have a \$30 or \$28 bunch for the same bunch of money.

Query—"Formerly \$16 and \$15, now \$12"—are these the \$13.50 goods so long featured in the past?

Do you know, I like the reversion; it makes me respect all the more that \$30 Brill suit I wear, for I now know it really WAS a \$45 suit.

SAM. W. HOKE.

The *Associated Sunday Magazines* has issued a "Revised Distribution by Cities and Towns," giving a very minute knowledge of its circulation,



Bear in mind that it is the other fellow's eye and ear to which you appeal in your successful business talks.

Many an advertiser wastes thousands of dollars and endless opportunities by picking his personally liked publications as advertising mediums when good business sense tells him plainly that the people he must reach, very often have nothing in common with him—likes, literature nor location.

The **UTICA**

SATURDAY GLOBE

Will not help the sale of goods in New York City, nor in Chicago, nor in any other large city.

In its own territory and among its own people it is a power, a tremendous influence.

It goes into nearly 140,000 homes each week, largely in the section comprising interior New York and New England and adjacent states. No combination of other papers covering this territory is possible at anything like the rate.

Let us submit facts and figures.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

THROUGH MERIT ONLY

When a daily newspaper shows a steady gain in the volume of advertising carried, year in and year out, despite the fact that that newspaper is winning added favor at the hands of advertisers only because it deserves to.

The Milwaukee Journal carried more advertising each year than the preceding year for the past seven years.

When a newspaper shows a steady gain in the volume of advertising carried, year in and year out, despite the fact that during seven years its advertising charges have increased about 60 per cent, it is self evident that advertisers recognize the newspaper's true worth as a business bringer, or the record would not show a gain of volume in advertising carried.

The Milwaukee Journal has raised its advertising rate over 60 per cent during seven years, based upon its magnificent increase in circulation during the seven year period.

When a newspaper has a circulation of 33,504 daily and in seven years' time increases its circulation to 59,316 daily, not by spurts and jumps, but each year adding 4,000 or 5,000 daily, that newspaper must be coming to its own—must be thoroughly appreciated by its readers who do not hesitate to recommend it to others.

The Milwaukee Journal's average circulation during the past year is now over 59,000 daily, and never during its existence has it resorted to giving premiums in order to increase its circulation.

When a newspaper carries the greatest volume of classified advertising in its town, it is self evident to most observers that that newspaper is close to the people and the most popular medium in its locality.

The Milwaukee Journal carries more classified advertising than do any two other dailies in Milwaukee combined.

THE JOURNAL'S ADVERTISING RATE IS ONLY 7 CENTS PER LINE FLAT

C. D. BERTOLET, Foreign Adv. Mgr.
1101-1110 Boyce Bldg., Chicago.

J. F. ANTISSEL,
366 Fifth Ave., New York.

O. J. DAVIES,
Gumbel Bldg., Kansas City.

RELATION OF ADVERTISING TO WORK OF TRAVELING SALESMEN.

ADVERTISING IS NEWS—WHAT WOULD HAPPEN IF MAGAZINES DID NOT PRINT ADVERTISING—HOW THE PRUDENTIAL LIFE INSURANCE COMPANY'S BUSINESS PRESTIGE IS BASED ON ADVERTISING—PROTECTION FROM PIRATICAL COMPETITION—FROM THE WORCESTER COMMERCIAL TRAVELERS' ANNUAL.

By J. Walter Thompson.

President, J. Walter Thompson Company, New York.

The easiest way in which to realize the relationship of advertising to the work of the commercial traveler is mentally to eliminate the advertising and decide whether the traveler is a gainer or a loser thereby.

At one stride we go back to the days of the bagman and the bellman: the bagman driving his gig from town to town, and the bellman lugubriously reading at street corner and market cross the announcement of some local merchant.

It is only when we suggest the elimination of advertising that we realize to how great an extent advertising is news, that it is full of human interest, a running record of human progress, a chronicle of the ramifications of civilization. So essential is advertising to the comfort, welfare and progress of the people at large that were it possible that all magazines and periodicals should unite to discontinue the printing of advertisements it would become absolutely necessary to print magazines that were all advertising, and such magazines would be even more eagerly bought by the general public than the periodicals devoted to pure literature.

It is because people read advertisements and are influenced by them that they bear an important relation to the work of the commercial traveler. The purpose of advertising is to create a demand for the wares advertised. The work of the salesman is to supply the merchant with the wares to

meet the demand created. In as far as advertising accomplishes its purpose and creates a demand for advertised articles, in so far will the work of the salesman be anticipated, and his orders increased.

General advertising introduces an article to the public, familiarizes people with its qualities, explains its merits and gradually educates the consumer to a desire for the article advertised. Without this preliminary work the merchant handling the goods would have to do the educating, and as he himself would have to be taught, the work of salesmanship would be vastly increased and the amount of sales greatly lessened.

These conditions are so well understood that many merchants prepare a prospectus of their advertising campaigns, have proof-sheets made of the series of advertisements which they intend to use, showing size of space, style of type, character of argument, etc. With this in hand the commercial traveler calls on the retailer and finds it easy to convince him that he can afford to buy a good bill of the goods which are so effectively advertised in magazines and periodicals that are read by his customers in common with the rest of the reading population.

Take a concrete example of the dependence of salesmanship upon advertising: The Prudential Insurance Company of America has by advertising so familiarized the entire population of the country with its strength and reliability that it would be practically impossible to name life insurance without thinking of the Prudential. Suppose all this advertising were withdrawn; suppose that all the influence of past advertising could be wiped out; what would be the effect on the business of the company's salesmen or agents? It would practically put them out of business. It would close the offices of all the more important agents. It would necessitate a new beginning on an entirely new basis for company and salesmen alike.

In all cases advertising is just as much an essential factor in salesmanship as in the case cited.

The relationship may not be so strikingly apparent, but it exists, and the mere discontinuance of advertising in the present, without losing the benefit of the advertising momentum of the past, would be soon apparent in a rapid falling off of sales, no matter how skilled and successful the salesmen employed to push the goods.

There is another phase of this relation of advertising to the commercial traveler—it protects him from what may be termed piratical competition. The advertising of a trade-marked article makes it impossible that a salesman with a similar article, unadvertised, can make a sale for that article on any ordinary plea of quality or price. If he could prove his article to be "just as good," it would be minus the advertising, minus the popularized trade-mark, and therefore minus the patronage already created for the advertised article.

Advertising creates public confidence. Your advertiser has a local habitation and a name, he nails his colors to the mast, you know who he is and where to find him. The American public generally appreciates that big money can't be spent on advertising to catch one sucker to make one sale. Advertising to pay must make partisans, it must make steadfast customers, and to do that the goods advertised must be in quality and quantity all they are represented or even more than that. This fact roots in the retailer's mind also. He is bound to reflect the mental attitude of the consumer, and that mental attitude recognizes that the man who sells well advertised goods has a claim on his time and attention that does not belong to the salesman who offers goods unadvertised, and leaves the burden of distribution entirely with the merchant who buys the goods.

The relation of advertising to the work of the commercial traveler is therefore most intimate and valuable. It gives him a vantage ground, it arms him with convincing arguments, it operates beforehand on the mind of the merchant which he must influence and convince before he can hope to sell a bill of goods. Without this as-

sistance his work must be increased, and his sales would be inevitably lighter and fewer than they are with advertising co-operation.

A COME-BACK FOR MR. BENSON.

JOHN WATSON CARY.

Care J. Walter Thompson Company.
New York, Jan. 8, 1910.

Editor of PRINTERS' INK:

It is a pity that Stuart Benson, in his entertaining criticism of advertising copy in your first 1910 number, should have wound up with so lame, illogical and impotent a conclusion.

Is Mr. Benson one of those frivolous spirits who delight to refer to their profession as the advertising "game"?

What would we be good for, we professional "advertising performers," if we did not take ourselves and our work seriously? What is the opinion of any man worth, if he cannot give sound, scientific reasons for his beliefs?

The practical working out of any business is "down on the ground," undoubtedly—but if Mr. Benson had not reduced his to a pretty exact science, he would not be holding his present job.

What is science, anyhow but classified knowledge? What business or professional man is making a success to-day who has not classified his knowledge and experience so that he has it at his finger-ends?

"Business ist Geschaefit"—Gewiss! And that is all it is and all it ever will be to thousands of corner grocers of the Weber and Fields type.

These "business men" will live out their lives and die in their corner groceries, unless some advertising scientist—like Mr. Benson himself—wakes them up some day to a realization that successful business is in the mind before it is down on the ground, and that there is such a thing as business science or scientific business, after all.

JOHN WATSON CARY.

STREET-CAR POLITICAL ADVERTISING.

Street-car editorials played an important part in Kansas City's recent street railway franchise fight. During the campaign placards bearing short but meaty arguments in favor of the franchise appeared in the street cars. These cards were changed frequently, and bore such legends as this:

"The new deal will let every child take home a loaf of bread out of his carfare."

"You can earn 4 cents on \$1 in a year at a savings bank. You can save 4 cents on 4 car rides if the franchise carries."

The franchise lost by a vote of 18,000 to 11,000, due to prejudice against the company, and the fact that the ordinance called for a twenty-six year extension on top of sixteen years which the present franchise has to run.

Gain: 2,218,875 Lines

This is the remarkable record of the Seattle Times for the past year. Here are the comparative figures:

In 1908

The volume of advertising carried by the Times amounted to

10,091,550 lines

In 1909

The volume of advertising carried by the Times amounted to

12,310,425 lines

This great increase is due (1) to the tremendous growth of the Seattle Section as a market for advertised goods, and (2) to the fact that the Times is the one medium that covers it completely and economically. The

SEATTLE TIMES

is the fastest growing medium in the fastest growing market in the world.

The average circulation of the daily *Times* for the last 6 months of the past two years was:

1908:

54,235

1909:

64,517

The average circulation of the Sunday *Times* for the last 6 months of the past two years was:

1908:

73,453

1909:

82,547

The average for December, 1909, of the daily and Sunday *Times* were:

Daily:

64,246

Sunday:

84,362

In 1910 advertise in the Seattle territory and cover it effectively through the Seattle Times.

**TIMES PRINTING CO.
SEATTLE
WASH.**

The S. C. BECKWITH
Special Agency
Sole Foreign Representatives
New York Kansas City Chicago

THE YEAR'S NOTABLE NEWSPAPER ADVERTISING PROGRESS.

SOME VERY BIG CAMPAIGNS CARRIED THROUGH DURING THE YEAR—MANY PLANS FOR 1910—LARGER SPACE BEING USED—THE A. N. P. A. ATTITUDE ON NATIONAL BISCUIT COMPANY'S "BULL'S-EYE" ADVERTISING.

In spite of pessimistic utterances now and then about the lack of general advertising in the newspapers, the year's developments, when viewed in retrospect, are very considerable. Probably in no year in the past have so many and so important general advertising campaigns been running in such large space in the best newspapers of the country. From Van Camp's big campaign, beginning early in the year, to the Campbell's Soups and the big phonograph advertising, later on, there has been a rapid succession of campaigns.

"It's like this," says a prominent advertising agent; "a big advertiser in the magazines is getting along quite comfortably and is well satisfied, believing he can do without newspaper advertising because he has no 'weak spots,' when suddenly he gets cries for help from a city in the West or the South. The word comes that a competitor has entered the city and is operating a breezy newspaper campaign, backed by agents who are telling dealers 'We are giving you real, concrete advertising help that you can see. The other fellow is in the magazines that go all over the country—but what is he doing for you right here?' The dealers waver a little, and therefore the cries for help. A counter newspaper campaign is instituted and the situation quiets down—only to be repeated a little later somewhere else.

"Now, this worrying of an advertiser by a competitor gets to be tiresome and irritating. After a while the advertiser does some fundamental thinking and he decides that while his magazine ad-

vertising is all very good he needs a broadcast local campaign to keep up his fences and ward off the dogs. He takes a big list of cities and keeps a campaign running for the best part of his year's work, and then he has got his competitors territorially skinned and hung up to dry."

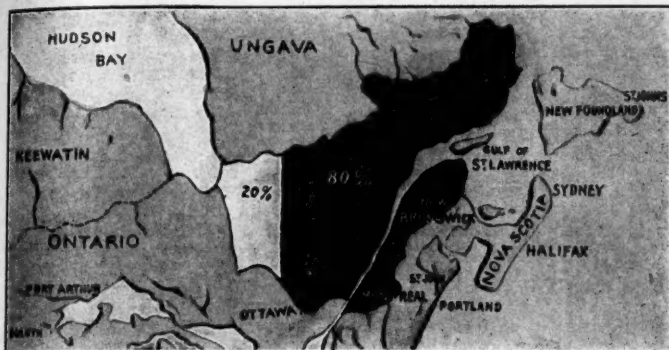
The newspaper advertising totals in the past year are rather impressive. According to the New York *Post's* statistics, the New York *World* carried a total of 11,252,446 lines of advertising in 1909—an increase of almost a million and a half lines over 1908. The *Herald* follows with a total of 10,328,113, a gain of almost 300,000 lines over 1908.

The Chicago *Examiner* gained, according to its statement, 4,138 columns in display advertising over last year. The Seattle *Times* states that it gained 5,565 columns of display. The Los Angeles *Times* leads the world in advertising volume.

L. B. Palmer, manager of the American Newspaper Publishers' Association, points out that some big accounts are swinging toward the dailies; for example, Campbell's Soups, Van Camp's products, Crystal Domino Sugar and Uneeda Biscuit and its companions.

Mr. Palmer discussed the matter of preferred positions in newspaper advertising. He said that requests for position like that now given the National Biscuit Company—ten inches across four columns in the center of the page which had no other advertising—brought out varying attitudes on the part of newspaper publishers.

"Considerable debate of a very interesting kind," he said, "was precipitated by this new position advertising of the National Biscuit Company. I should say that the objections urged by the newspapers may be put into two general classes. First, while a newspaper may sell this space at a special rate that is perfectly fair, some advertisers may think that the unusual position was granted as a favor, and not merely for a special price, to some agency which may command a good deal of business. Many publishers feel that they can

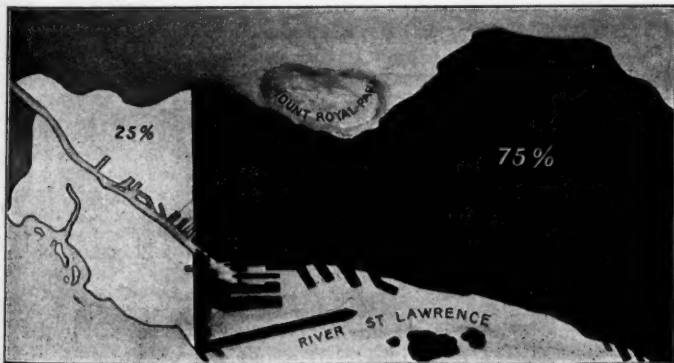


PROVINCE OF QUEBEC.

THE TERRITORY COVERED BY
LA PRESSE
 OF MONTREAL

is shown graphically by these two diagrams, the black sections of which indicate the proportion of the French speaking population in Quebec province and the city of Montreal respectively. **Over 2,000,000 people** in Canada can be reached only through the French press. The paper that is read by the greater part of them is *La Presse* (Daily and Weekly)—universally considered by advertisers to be the “**largest and strongest medium in Canada, without exception.**”

Daily 100,000 — CIRCULATION OF “LA PRESSE.”—Weekly 45,000



CITY OF MONTREAL.

not afford to be under this suspicion. Second, suppose the advertiser does pay full-page rates for the center-page display, on the condition that the rest of the page be filled with news or other editorial matter. That would be placing a sales price upon the editorial matter, so one newspaper urged. A great deal can be said, pro and con, about this subject. It is a problem which each newspaper must solve for itself."

Early in the year advertisers of national scope began to add newspapers to their list of mediums.

"Indeed," said Ernest J. Preston, manager of the Daily Newspaper Club of New York, "the dailies have reason to congratulate themselves upon bringing into the newspaper columns such advertisers as Campbell's Soups, Wrigley's Chewing Gum, several of the big shoe manufacturing houses of St. Louis, Beecham's Pills, Leggett Premier products, Repetti's Chocolates, etc.

"The advertising of Beecham's Pills in the dailies was so satisfactory that the appropriation has been increased fifty per cent. During 1909 the Beecham Pill business was doubled, it is stated, which fact the newspapers may well feel is a big fine plume in their hats.

"The newspaper appropriation for advertising Wrigley's Gum has been decidedly increased as the result of the past year's showing. This copy has been going in the papers of the Middle West.

"The latter part of the year saw the increase in railroad advertising, especially the advertising of special trains. The copy put out by such roads as the New York Central, the Pennsylvania, the Jersey Central, and several others East and West has been strong and must have created a good deal of traffic. The advertising of the typewriter companies, particularly the Remington, the Smith-Premier, the Underwood and the L. C. Smith has been notable in 1909. Automobile manufacturers have been using increasing space the past year in the newspapers, and their accounts will continue to be important items in the newspaper field in 1910."

The year just past has been remarkable, to put the matter in a few words, for the volume of newspaper advertising developed. The following textile advertising has been carried for the first time: Fleischman's Yarns and Serpentine Crêpe. Several notable ho-siery campaigns, too, have been features of the newspaper year. Just as the year begins Cluett, Peabody & Co. have completed plans for a national campaign through the newspapers. This began on January fifth. It is stated that the advertising of Leggett's Premier in Brooklyn has brought astonishing results. In five weeks alone over 250 new distributors were secured.

It was the Brooklyn *Eagle* that produced results from one ad that must be regarded as setting a record. A realty company spent \$200 announcing that it would build a certain number of its regulation \$5,500 houses for \$4,950. From this very small investment the company closed \$225,750 worth of contracts. This little venture is doubtless the most extraordinary demonstration of the value of the right kind of newspaper advertising that the year can show.

SOME BIG 1910 ACCOUNTS.

Colgate & Co. will appear for the first time in an extensive way in the newspapers the coming year. Already contracts have been made with some papers. It is stated that inasmuch as this is an experiment, papers in only a few states will be used at first. The results from the advertising in Indiana particularly will be watched with keen interest.

The Edison Phonograph Company has been using 416 newspapers throughout the country for the past several months, and will continue to use them in 1910. The Victor Talking Machine Company is also about to use several hundred newspapers throughout the country.

The R. & G. Corset is going to use about 1,500 newspapers in its 1910 campaign, and quite a few other corset advertisers are preparing to use newspapers extensively.

SAN FRANCISCO EXAMINER

The Monarch of Pacific Coast Dailies

*LARGEST IN CIRCULATION
PRESTIGE and ADVERTISING*

THE ADVERTISING RECORD FOR 1909 :

	<i>Total Display for Year</i>	<i>Gain</i>
Examiner	363,542 in.	47,498 in.
Chronicle - -	235,971 "	11,362 "
Call - - - -	245,910 "	23,997 "

	<i>Total Classified for Year</i> <i>Inches</i>	<i>Gain</i> <i>Inches</i>	<i>Loss</i> <i>Inches</i>
Examiner,	245,073	4,132	
Chronicle - -	140,552		5,743
Call - - - -	136,266		1,640

Note the Gains and Losses. They tell the story and reflect the situation. The EXAMINER as an advertising medium is worth more than any two other San Francisco papers.

NEW YORK OFFICE
239 Broadway

CHICAGO OFFICE
1409 Security Building

SIFTING DOWN TRADE-JOURNAL ADVERTISING.

SOME FUNNY EXPERIENCES WITH "FAKE JOURNALS" — EDITORIAL LURES—HOW TO GET ABOUT GETTING VALUE OUT OF TRADE JOURNALS—SCRUTINIZING THE CLAIMS OF TRADE PAPERS—GOING AFTER TRADE GEOGRAPHICALLY—ADDRESS AT CINCINNATI.

By Richard L. Prather.

Advertising Manager, Julian E. Koenig Company, Cincinnati.

Every branch of merchandising now has its organ, and some are represented by a score of publications. Some are good, some are indifferent, while a few are downright bad.

There are some that masquerade under the title of "Trade Journal" that could very aptly be called by the old-fashioned name, "Fake Journal."

These publications (meaning the fake journal) have as their first aim and object the securing of advertising. They care very little for the interests of either the advertiser in, or the reader of, the publication. They make claims of enormous circulation, but are unprepared to show lists or sworn statements.

Happily this kind is growing beautifully less as time goes on and the world turns over. In a few more years they will be as scarce as Republicans in Texas or as rare as Christian charity.

In my early career I had some years' experience in trade journal work in the "Show Me State." In those days the Fake Journal was abroad in the land, and so many advertisers had been "bumped" that the sledding was exceedingly rough. Some of us fellows who were pioneers in trade journal work deserve Carnegie medals for bravery.

In the offices of some advertising managers hung a sign:

"BEWARE."

"Beggars, Peddlers, Book Agents and Trade Journal solicitors are forbidden to trespass in this building."

It required the faith of Daniel and the nerve of Doc Cook to pen-

etrate into those Arctic regions. I remember once when soliciting an interview with a particularly crusty old individual, hearing this kindly remarked through the glass partition: "Tell the damned cuss I would gladly pay him to stay away from here!"

This man had been stung by one of the "Fake Journalists." And it required three years of patient and tactful endeavor to convince him that I was not one of the Dalton gang.

CATCHING THEM IN THE EDITORIAL NET.

One of the favorite schemes of the fake journalist was the "write up," or "editorial endorsement." The smooth individual would call on his victim and show him an elaborately written "editorial." It started off like this:

The editor of this publication, being constantly alert in the interests of his readers, has been studying the harness field. He has been searching the earth for a harness-maker he could conscientiously recommend as the king of all harness-makers. His efforts have been rewarded. He has found the man. His name is J. Whangpuller.

Then followed an editorial indorsement that fairly oozed salve from every line. It was as full of hot air as one of those Cincinnati Boom Movements. It reminded one of McIntyre & Heath's beef-steak island that "oozed gravy."

The solicitor would then impart to Mr. Whangpuller the information that his publication proposed to print that editorial absolutely gratis and complimentary, without money and without price. "We are not going to ask you even to place one line of advertising with us."

But here was the concealed sting. "You will doubtless want a few copies of our publication to preserve in your files. It may be that you will even want to distribute a few among your friends in the trade. If so we will be pleased to furnish you with as many copies as you desire at the uniform price—five cents."

And, say! Wonderful to relate how many supposedly wise business men fell for it. Why, they

lapped it up and declared it was the very essence of exalted publicity, the high note in the scale of honeyed harmony.

One of my hardest prospects, a shoe manufacturer, very gleefully showed me one of those faked editorials, one day, and remarked:

"See here, what your competitor does for me. He gives me all this fine editorial write-up and charges me nothing. And you want me to pay you for advertising in your paper."

I asked him, first of all, how many copies he had bought for distributing among his "friends in the trade." He rather reluctantly admitted that he had taken 1,000 copies.

"All right, Mr. Wiseman," I said. "One thousand copies at five cents is fifty dollars. You distribute them at your own expense, postage is ten bucks more, addressing, wrapping and other labor five dollars. You have paid sixty-five dollars for the joy of seeing your name in print. I would run two whole pages in my publication for that amount and distribute them gratis to a live list of retailers."

With the delight of "rubbing it in," I then produced two copies of the Fake Journal of the same date as that in which his editorial appeared. The shoe editorial was missing, but in its place a splendid eulogy of a *drug* concern. In the other copy a tribute to a hardware house had usurped the place of the fulsome flattery of footwear.

I explained to him, as I will explain to you, the system by which he and the drug man and the hardware man were "bumped." The faker set up in type the shoe editorial. After printing the 1,000 copies, the editorial was "lifted out," and the drug man's editorial set in. The busy little press then ground out the drug man's allotment, and stopped to let the hardware eulogy get in. No telling how many other fish were caught in the same net.

FAKERS BEING WEEDED OUT.

But, thank goodness, the fakers are thinning out, and the Adver-



Advertise Heaviest Where Wages are Highest

At your request we will furnish you with figures showing that the average wages paid in the Pittsburgh steel industry are 20% higher than in any other city in the country.

This is one reason why Pittsburgh is recognized as the great "try-out" field, where a new advertising campaign can be given an accurate and economical test.

And to make Pittsburgh still more interesting to the wide-awake advertiser: \$100,000,000 will be expended for the erection and equipment of new steel mills, vastly increasing the number of earners of high wages, as well as the total volume of wages distributed.

Pittsburgh is to-day a bigger, better market for your goods than ever before.

PITTSBURGH POST

(MORNING AND SUNDAY)

now in its sixty-seventh year and a leader for more than half a century, and the

PITTSBURGH SUN

(EVENING)

now in its fourth year, and under the same ownership and editorship, one of the phenomenal afternoon newspaper successes of the day, have a distinctive and pronounced field in the Pittsburgh territory.

They are live wires in that newspaper field. They carry the advertising of all the leading merchants and manufacturers of Pittsburgh. They carry the official advertising of the city of Pittsburgh. They carry the official statements of the banks and financial institutions of Pittsburgh.

They have the quality that is valuable; and circulation that makes it profitable.

Ask for our figures on Pittsburgh.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third Nat'l

Bank Bldg., St. Louis.

tisers' clubs are making it more difficult every day for them to operate.

Directly opposed, is the high-class, high-toned trade journal. Its reading pages are free from "puffs" or "write-ups." The editorial staff is composed of men of brains and long experience in the particular branch they handle. The influence of such a publication with its clientele of readers is immense. They cheerfully pay a subscription price of from one dollar to five dollars a year, and read it from "kiver to kiver."

In my line of business we have something like twenty-five representative trade journals that are time tried and trustworthy. The only trouble a shoe man has with them is in deciding which is the best. Of course, we cannot use them all, but we aim to use the best of them. We are now represented in some eight or ten and find that number quite sufficient for exploiting our product.

If I were entering into a new campaign, to sell any product to retail merchants, I would first write for a copy of the "Advertisers' Hand-Book," and from its list of trade journals select those in my line. Get sample copies and study them closely. Note the editorial tone and manner of handling trade topics. You can pretty well judge the standing of a paper with its readers by going through its text.

Next, write a letter to all your traveling salesmen, and ask them to tell you what trade papers they see the most of in their territory. This gives you a general idea of the distribution of the various journals. Then invite the journals to send around their solicitors—you won't wait very long. Get a statement of circulation by states or "geographical distribution."

Get rate-cards and figure how much money you can spend in each publication. Then send the solicitors away and take a day or two to "figure dope." Select your journals as carefully as you select a traveling man. The best dressed, most intelligent, impressive—clean-cut, of course.

GETTING VALUE OUT OF TRADE PAPER ADVERTISING.

Having figured your appropriation and a geographical distribution that will not duplicate, contract for a certain amount of space in each journal to be used under a year's contract. Then fire away with your ads.

It would be presumptuous for me to go into the matter of preparing copy, as you are advertising men. I will venture this piece of advice, however. Offer something for sale. Quote prices. Make your ads as different from the others as possible. Don't use funny cuts or slang talk.

You are talking to business men in a business man's paper. Let them read "Pudge" or some other paper for humor.

Remember that the right kind of a trade journal is as important in your chain of advertising as any other medium be it magazines, billboards, painted signs, newspapers, or anything you might use.

The trade journal talks to merchants. Your general publicity talks to consumers. You must tell the merchant where you are and what you make as well as invite the public to buy it from the retailer.

Suppose a dozen consumers call at a store and ask for your goods. If you are unknown to that merchant you have lost the effect.

The best way to tell the merchant who you are is through his favorite trade journal.

Every day I have a letter from some merchant who asks for catalogue samples or other information saying "saw your ad in So-and-So." Some days I have half a dozen mail orders from merchants who have been interested by reading our ads in the trade papers.

It is difficult to judge results from this class of advertising. You may key your ads to your heart's content but many merchants will leave your key on the door mat.

Wood, Putnam & Wood are handling the appropriation of Park & Pollard. Local newspapers, magazines and agricultural papers are used.



A Story of
Advertising
Resource without
Precedent in
Agency
Equipment

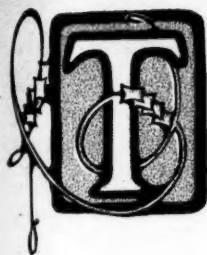


VERY personal success in the industrial world has been accomplished by right of specialized training and technical education.

It is this fact that is the fundamental reason for the existence of the **FEDERAL ADVERTISING AGENCY**. We believe that correct advertising counsel is as important to successful business development as anything in that business. We do not believe that anybody unacquainted with a business, its merchandise and its market, can be the most competent to advise in its advertising policy.



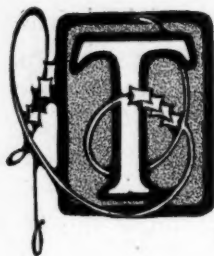
"Put it up to men who know your market"



HE truly successful advertising agent knows everything about something—rather than something about everything. He is the student of one particular school of trade, experienced in its methods and acquainted with all its factors. These are self-evident facts that only require reflection to believe. Yet up to the time of the organization of the **FEDERAL ADVERTISING AGENCY** there was no visible attempt to make these facts contribute to the greater success of advertising effort.



"Put it up to men who know your market"



THE idea of the FEDERAL ADVERTISING AGENCY is five years old. It has been tried and proved, and now an organization has been effected, whereby the specialized advertising service related to this country's representative industries has been united in FEDERAL for the best interests of FEDERAL clients.

The FEDERAL ADVERTISING AGENCY is prepared to conduct complete campaigns for advertisers in every important line and in the trade or technical press or the general publications—wherever the best interests of the advertisers demand.



"Put it up to men who know your market"



VERY great trade has its leaders in journalism, men whose life work has been the building of organizations to contribute the greatest success to the trade they represent. The textile industry has its "Dry Goods Economist"; the boot and shoe field its "Boot and Shoe Recorder"; the iron and steel field "The Iron Age"; the electrical field its "Electrical World"; the machinery field its "American Machinist"; the steam field its "Power" and the "Engineer"; the construction field its "Engineering Record"; the transportation field its "Railway Age Gazette" and its "Electric Railway Journal"; the mining field its "Engineering and Mining Journal." Each one of these great organizations represents a personnel whose authority is admitted in its field and whose specialized technical equipment is without parallel.



"Put it up to men who know your market"



It is the plain purpose of the **FEDERAL ADVERTISING AGENCY** to secure the co-operation of the special advertising-service and copy departments of these great papers in each line; to furnish advice and copy suited to the requirements of each particular field. Such equipment has hitherto been beyond the power of any advertising agency to offer; nor can it be again, for such organizations as contribute to the efficiency of **FEDERAL** service are the work of many lifetimes.



"Put it up to men who know your market"

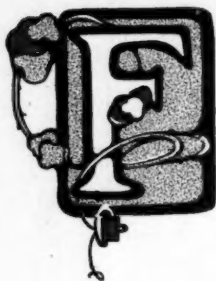


FEDERAL advertising may be compared to other advertising by two circles of equal radii. These two circles represent two advertising agencies of model equipment—both contain efficient systems, literary genius, artistic ability and business practice. The FEDERAL circle has everything that the other circle has, but beyond that the united power, technical education, specialized knowledge and tried experience of the great organizations we have mentioned.

Can there be any question as to within which circle the truly progressive advertiser would wish his account to be included?



"Put it up to men who know your market"



FEDERAL employs sales managers instead of general solicitors. They are men who know your market and your merchandise. They exchange ideas for interviews. Their counsel impresses its value.

FEDERAL SERVICE earns more and saves more. It pays its dividends on its renewal contracts. No literature or no written communication can give you an idea of FEDERAL SERVICE—only consultation can do that. We invite your correspondence with the promise that investigation and acquaintance will prove that FEDERAL SERVICE is able to realize the greatest opportunity for improving advertising effort, ever offered to the advertising public.



Federal Advertising Agency

231-241 West 39th Street
New York City

Cleveland Chicago St. Louis

NEW ADVERTISERS DEVELOPED DURING 1909.

IMPOSING ARRAY OF FIRMS, PERSUADED TO ADVERTISE IN THE PAST YEAR—LIST COMPILED BY "COLLIER'S" STAFF—EVERY SECTION WELL REPRESENTED.

New York City.—Arthur T. Boddington, seeds; G. Herbert Potter, farming implements; Edw. Dunn, architect; New York Portable Bungalow Company, bungalows; Man-a-Cea Water, mineral water; American Temperance Life Insurance Association, insurance; L. G. Lambert, auto tourist insurance; E. H. Prentice, baggage insurance; Provident Saving Life Association, insurance; East Williston Realty Company, real estate; Fred'k Hussey, real estate; Lackawanna Real Estate Company, real estate; Manhattan Real Estate Company, real estate; Record Development Company, real estate; Royalton Realty Company, real estate; Trafford Park Company, real estate; Fidelity Trust Company, banking; Wm. Foulke, banking; Irving National Exchange Bank, banking; Union Trust Company of New York, banking; Ball & Whicher, investments; Barney Mitchell, investments; D. E. Beebe, investments; H. M. Bennett, bonds; Berkshire Industrial Farm, investments; Berry Realty Company, bonds; Wm. P. Bonbright, investments; P. W. Brooks, investments; E. Bunge, investments; J. H. Burroughs, investments; California Eucalyptus Timber Company, investments; Chisholm & Chapman, bonds; Clarkson & Co., bonds; Crawford, Dyer & Cannon, investments; C. G. Denton, investments; E. T. Eaton, investments; Ehrich & Co., bonds; Gilbert Elliott, bonds; Fisk & Robinson, bonds; George's Creek Basin Coal Company, bonds; Wm. Beverly Harrison, bonds; Hutchison & Gaylord, investments; Richard Irvin, investments; Ladd & Wood, investments; Lawyers' Mortgage Company, investments; Lincoln University Endowment Company, investments; Lounsbury & Co., bonds; Lutz & Co., bonds; Mahon & Co., bonds; Mobile Portland Cement & Coal Company, bonds; John Muir & Co., bonds; Pouch & Co., bonds; J. K. Rice, Jr., bonds; B. H. Scheftels, bonds; So. Florida Phosphate Company, investments; Tobey & Kirk, investments; Anthony Tucker & Co., bonds; Bauer Chemical Company, Sanatogen Food Tonic; C. G. Euler, olive oil; McLoughlin Bros., games; Grand Hotel Moritz (Switzerland) hotel; St. Moritz Bad Hotel (Switzerland), hotel; Town & Country Hotel Travel Bureau, hotel information; E. R. Thielor, steins; Smith & Hemenway, ice cream freezer; Richardson & Boynton, heating appliance; American Can Company, jar caps; Barrett Chemical Company, roach salt; Cary Manufacturing Company, door mats; Columbia Chemical Works, ammonia; Manufacturers' Outlet Company, vacuum cleaner; New York Vacuum Cleaner Company, vacuum cleaner;

Baker Microphone Company, hearing device; Presto Company, men's overcoats; Cary, Martin & Cary, men's garters; Culebra Hat Company, Panama hats; David & David, men's scarfs; Anothe Bros., Plexo Suspenders; Carl C. Lantz, men's garters; Levy & Marcus, men's scarfs; A. L. Steinweg, bill folder; That's All Garter Company, men's garters; Dempsey & Carroll, stationery; Helen Dwyer, shopping by mail; Leland Company, monuments; Tissot Picture Society, pictures; Bernard Rice's Sons, metalography; United Wireless Telegraph Company, telegraphy; Royal Typewriter Company, typewriters; L. & C. Hardtmuth, lead pencils; Geo. B. Hurd, stationery; Henry G. Allen, books; American Review Company, publication; W. D. Lane Company, books; National Press Association, books; Durham Duplex Razor Company, razors; Fleming Sales Company, razor strop; Edward Weck, razors; American Institute of Law, correspondence school; S. M. Bixby, shoe polish; Martin & Martin, shoes; Manhattan Soap Company, soap; Maxim Silent Firearms, rifle silence; United Manufacturers, auto windshield; F. W. Cameron, carbon paper; Fiske Bros.' Refining Company, auto oil; Isotta Importing Company, autos; Harry S. Houp, autos (Herreshoff car); Rothschild & Co., autos; Electro Company, talcum powder; Luxo Preparations, powder; Bourjois & Co., perfume; Austin Sales Company, vacuum mirror; Paris-Lyon Mediterranean Ry. (France), railroad; Tobias Cloak & Suit Company, women's suits; J. Dukas, women's hose supporter; Justin Hat, ladies' hats; Gartner Sons, ribbons; Leuman Borch & Weingart, corset covers; Pennsylvania Knitting Mills, coat sweaters; Clarence Whitman, silks; Fiske & Co., tapestry bricks; Lawrence Cement Company, cement; McCrum Howell, rollers and radiators; Moller & Schuman, floor finish; Orange Judd Co. (Herbert Myrick), publishing.

New York State.—Fenner Grape Juice Company, Grape Juice; Anasco Company, cameras; Seneca Camera Company, cameras; Albany Foundry Company, ranges; New Idea Sales Company, vacuum cleaner; Syracuse Caster Felt Company, chair tips; L. Adler Bros., men's clothing; Ely Meyer & M. C. Simon, men's clothing; Rosenberg Bros., men's clothing; Steefel, Strauss & Connor, men's clothing; Atwood Suspender Company, men's suspenders; C. G. Cleminshaw, men's collars; Hall Hartwell & Co., men's collars; Pullman Manufacturing Company, razor strop; Jamestown Metal Furniture Company, office furniture; G. W. Todd, check perforator; Writerpress Company, letter copying machine; F. F. Dalley, shoe polish; Royal Leather Company, leather finish; American Motor Truck, autos; Atlas Rubber Company, tire cases; Utica Drop Forge & Tool Company, tools; Augusta Knitting Company, men's underwear; Fuld & Hatch, underwear; High Rock Knitting Company, men's underwear; Francis Manufacturing Company, safety pins; National Casket Company, caskets; Thornton & Chester Milling Company, flour; Telephone Table Company, telephone table.

New England.—Allen Higgins Wall Paper Company, wall paper; Carpenter Morton Company, varnish; United States Gutta Percha Company, paint; Wadsworth Howland Company, cement coating; A. C. Hayden, film tank; Gavet & Porter, investments; W. J. Naughton, bonds; Consumers' Fish Company, fish; Sealshipt Oyster System, oysters; Haynes Porter & Co., silverware; American Metal Polish Company, silver polish; Angier Mills, moth-proof bags; Burns & Bassick, furniture casters; Caementum Sales Company, china mender; O. S. Kendall, vacuum cleaner; B. F. Sturtevant, electrical ventilating; Vortex Vacuum Company, vacuum cleaner; Wm. Leavens, furniture; Bannatyne Watch Company, watches; John L. DesLauries, watch fob; Berkshire Hills Sanitarium, sanitarium; Bank Clock Manufacturing Company, bank clocks; A. T. Thompson, reflectoscope; Derby Desk Company, office desks; American Fountain Pen Company, pens; Time Saver Company, file index; F. S. Webster, carbon paper; Mme. A. B. Crayles Correspondence School, correspondence school; Anatomik Footwear Company, shoes; Pillow Shoe Company, shoes; G. Spaulding & Son, shoe trees; Worcester Slipper Company, slippers; Lever Bros., soap; I. T. Robertson, soap; C. H. Mentz, autos; American Napier Company, autos; C. F. Roper, safety propeller; M. M. Motor Company, motorcycle; Dow Tire Company, tire tubes; Fisk Rubber Company, tires; Paxton Toilet Company, hair tonic; The Brass Crafters, portable shower baths; Walpole Rubber Company, hot water bottle; Willard & Willard, combs; Morse Twist Drill & Machine Company, oil drills and tools; New York New Haven & Hartford, railroad; Bullard Thread Company, thread; Hamilton Manufacturing Company, flannels; Merrimack Manufacturing Company, Duckling fleece; Smith-made Suspender Company, Admiral suspenders.

Philadelphia.—Geiser Manufacturing Company, steam plow; Wyomissing Nurseries, plants; A. Overholt Company, whiskey; Eljer Company, china tank; Speakman Supply & Pipe Company, shower baths; Insurance Company of North America, insurance; Becham & Von Duzer, real estate; A. C. Leslie Company, real estate; First Mortgage Guarantee & Trust, banking; Delaware Fidelity Trust & Co., bonds; Wheatena Company, cereal; Doublewear Hosiery Mills, hosiery; International Mills, hosiery; Rayland Hosiery Company, hosiery; The Jefferson, hotels; T. B. Clark Company, cut glass; Imperial Kitchen Elevator Company, kitchen elevator; Keller Manufacturing Company, vacuum cleaner; Reznol Manufacturing Company, gas heater; Standard Utilities Corporation, heating appliance; Antique Company, sewing cabinet; Fulper Pottery Company, water filters; Hancock Rug Mills, rugs; Hanlon & Wilson, vacuum cleaner; Hutchison Manufacturing Company, vacuum cleaner; Lactomode Company, pasteurizer; National Sweeper Company, carpet sweeper; Sterling Manufacturing Company, watches; Emerson Drug Company, Bromo Seltzer; Summit Sanitarium, san-

itarium; Hamburger Bros., men's clothing; Schloss Bros., men's clothing; John W. Calver, Panama hats renovated; Frank P. Heid, men's caps; E. E. Home Manufacturing Company, razors; Chilton Printing Company, post-cards; Double Throat Company, ventriquist throat; Franklin Printing Company, calendars; W. W. Newberry, bonds; Acme Keystone Manufacturing Company, typewriter; R. S. Pullen, rules; Motor Print Company, publishers; Robert H. Foerderer, tanned kid shoe; Nufashond Shoe Lace Company, shoe laces; R. J. Reynolds Tobacco Company, tobacco; Twist Head Cigars Company, cigars; Electric Storage Battery Company, auto accessories; Breeze Carbureter Company, carbureter; Air Light Steel Tank Company, steel tanks; Jeffery Dewitt, spark plug; Acme Motor Car Company, autos; A. H. Fox Gun Company, firearms; Royal Gun Company, firearms; Henry Diston & Sons, tools; Herman Loeb, club bags; Roxford Knitting Company, underwear; Victor Knitting Company, ladies' sweaters; Passaic Print Works, dress goods; Yeiser Hook & Eye Company, hook and eyes; Weston & Wells, bust forms; F. M. MacLagan, architects; F. G. Dietrich Company, patents; H. S. Hill, patents.

Chicago.—E. F. Cameron, weed remover; American Wall Paper Company, wall paper; Earle Photo Paper Company, post-cards; Wm. A. Spinks Company, pictures; Texas Coast Development Company, real estate; Texas Tarpon Club, real estate; Campbell Investment Company, investment; Eversz Company, investment; Farwell Trust Company, investment; Ambrose Petry & Co., bonds; St. John Development Company, bonds; Geo. E. Sanborn, bonds; Booth Fisheries, canned oysters; Wm. A. Spinks Company, billiards; Home Merchandise Company, kitchen knives; Hurley Machine Company, washing machine; Imperial Brass Manufacturing Company, self-heating irons; Pelouze Electric Heater Company, electric irons; Free Sewing Machine Company, sewing machines; W. K. Cowan, furniture; Kimball & Chappell, brass beds; Allen Vacuum Cleaner Company, cleaning machine; American Luxfer System Company, lights; Chas. R. Barrett, curtain rods; Benjamin Electric Manufacturing Company, gas appliance; Canchester Light Company, lamps; Chicago Curtain Stretcher Company, curtain stretcher; Duntley Manufacturing Company, vacuum cleaner; Duo Style Lock Company, table locks; Levinger Manufacturing Company, bed adjuster; Mantle Lamp Company of America, lamps; Russell Carpet Company, carpets; Seng Company, rocker springs; Lincoln Watch & Jewelry Company, watches; Bernhard, men's and women's clothing; Clement Company, men's clothing; H. M. Lindenthal, men's clothing; Royal Tailors, men's clothing; John M. Smyth, men's clothing; Woolf's, men's and women's clothing; United States Music Company, music rolls; Hibbard Spencer Bartlett, knives; Geo. Homer, post-cards; O. I. C. Company, vending machine; Cady Paper Company, stationery; Moneyweight Scales Company, computing scales; Red

HAMPTON'S

IS NECESSARY ON EVERY MAGAZINE LIST THIS SPRING

If HAMPTON'S rate were the same as other magazines (a dollar a page per thousand of circulation) even then no list would be complete without HAMPTON'S because the *quality of circulation* would give HAMPTON'S the preference.

But when you consider that you can buy 350,000 circulation at \$300 per page with the chances 10 to 1 in your favor that inside of three months you will be getting 400,000 circulation, and before your contract expires probably 450,000 to 500,000, then you will see that HAMPTON'S should be first choice on your list.

Advance in Advertising Rate

Definite contracts received before March 1st, 1910, stating exact issues in which copy is to appear will be accepted at the rate of \$300 per page and this rate will apply up to and including the issue of December, 1910. After March 1st the rate will be \$350 per page.

First March forms close January 25th.

Last March form closes February 1st.

I. W. THURNAU
Western Adv. Mgr.
1630 Tribune Building
Chicago

HOWARD P. RUGGLES
Advertising Mgr.
66 West 35th Street
New York

HAMPTON'S MAGAZINE
NEW YORK

A NOTABLE CONSOLIDATION

Special Announcement Beginning with the issue of January 26, 1910, *The Christian Herald*, of New York, and the *Home Herald*, of Chicago, will be consolidated and will be published under the title of *The Christian Herald*.

With this merger, our publication becomes practically the only undenominational religious magazine in the field.

Christian Herald Circulation The circulation of *The Christian Herald* during 1909 was guaranteed to be at least 200,000, weekly, but it was actually 233,345.

In view of the above consolidation the circulation of *The Christian Herald* during 1910 is guaranteed to be *far in excess* of 300,000 every issue.

Advertising Rates To those who will promptly send definite orders beginning insertions NOW, the rate will be \$1.25 flat per line for all business actually published before November 1, 1910.

For business received *after* our new rate card is issued, the rate will be \$1.50 flat per line.

N. B.—If you do not see a remarkable offer in the above, you have probably not read this announcement carefully. Then Read it again, please.



Advertising Manager

Bible House - - New York

Cross Antiseptic Company, telephone mouthpiece; Stromberg Electric Manufacturing Company, time clock; Bancroft Society, books; Gilbert Publishing Company, books; Standard Sales Company, books; Vaughn Publishing Company, books; R. R. Donnelly Sons, publishers; *Home Life*, publishing; *National Food Magazine*, publishing; World's Events Company, publishing; National Correspondence School Railroad, correspondence school; Sigaret Roller Works, cigarette rollers; Spaulding & Merrick, tobacco; Cuticlay Company, soap; Jas. S. Kirk, soap; Kenmore Manufacturing Company, autos; Woods Motor Vehicle, autos; Fairbanks Morse Company, marine engines; Atlas Belting Company, hammocks; Geo. B. Carpenter, camp outfit; Conney Bros., hair goods; M. B. Glenn, hair goods; N. Tire Rubber Sponge Company, rubber sponges; Kreis & Hubbard, umbrellas; American Ladies' Tailoring Company, women's suits; Bernhard Mayer Company, women's suits; Siegel-Cooper, women's suits; Del Sales Company, curling irons; Edward B. Moon, finance; E. M. Nolen, agents wanted; Aldrich & Davis, suspenders; Blackstone Manufacturing Company, vacuum massager; Direct Tailoring Company, men's clothing; Electric Cleaner Company, vacuum cleaner.

Western.—American Seed Tape Company, seeds; F. B. Mills, seeds; Clarinda Lawn Mower Company, lawn mowers; Davey Tree Expert Company, trees; American Iron Fence Company, fences; Vol Blatz Brewing Company, beer; Fremont Grape Juice Company, Grape Juice; Tate Spring Company, spring water; Philip Carey, roofing; Cleveland Varnish Company, varnish; Mastic Wall Board Company, plaster boards; Ohio Varnish Company, paint; Pitcairn Varnish Company, paint; Rathbone Panigot, fireplace; Sunlight Double Glass Sash Company, sashes for hot beds; Union Metal Company, metal columns; United Building Material Company, building materials; Wm. Galloway, spreader for carts; J. Geo. Smith, confections; American Cities Realty Corporation, real estate; John Carrington (Chamber of Commerce), real estate; Commercial Club (Ft. Smith, Tex.), real estate; C. S. Fowler, real estate; Howard Packard Land Company, real estate; Portland Commercial Club, real estate; Tampa Bay Land Company, real estate; Western Land Corporation, real estate; Claude Ashbrook, bonds; Edward A. M. Baker, bonds; League of So. Dakota Commercial Club, investment; Mesilla Valley Investment Corporation, investment; New Castle Light, Heat & Power Company, investment; Pacific Opportunities, investment; Spitzer & Co., investment; Texas Loan & Guaranty Company, investment; Chas. W. Kimball, banking; Otis & Hough, banking; Title Guaranty & Trust, banking; Hawaiian Pineapple Association, canned pipeapple; National Canners' Association, canned goods; C. T. Blanke Tea & Coffee Company, coffee; Crescent Manufacturing Company, Mapeline; Great Western Cereal Company, cereal; Loose Wiles Company, crackers; Fried Osterman Company, auto gloves; F. R.

Eastman, hotel resort; Burdett Manufacturing Company, mops; E. C. Harley, lamps and kitchen cabinet; Ideal Sad Iron Company, irons; Lippincott Company, cooker; Midland Manufacturing Company, roaster; National Machine & Stamping Company, dishwasher; Ross Broiler Company, broilers; Thompson Bros., washer; Sanitor Refrigerator Company, refrigerator; Jahant Heating Company, furnaces; The XX Century Heating & Ventilating Company, furnaces; John Danner, bookcase; Chas. P. Limbert, furniture; Mayhew, furniture; R. Armstrong, vacuum cleaner; Tom B. Burnett, mattresses; Continental Company, screens; Diamond Steel Truck Company, casters; Incandescent Light & Stove Company, gas machines; Icy Hot Water Bottle Company, bottles; Irish Linen Company, embroidery; Lee Broom & Duster Company, brooms; John S. Noel, lamp mantles; Padden Gas & Electric Company, lights; Pioneer Manufacturing Company, dust cloths; Portable Mirror Company, mirrors; Sealy Mattress Company, mattresses; K. & E. Blouse Makers, boys' blouses; National Carriage & Reed Company, baby carriages; D. L. Auld, class pins; Mexican Diamond Importing Company, diamonds; Remoh Jewelry Company, jewelry; Bissell Motor Company, sewing machine motor; Dodge Manufacturing Company, machinery; Fuller & Johnson, pump engine; Kewanee Boiler Company, boilers; Sanitary Pump Company, pumps; Pape, Thompson & Pape, Diapiesin; Worthington Company, tricycle; King Tailoring Company, men's clothing; Schwabs of St. Louis, men's clothing; Thos. Archer, suspenders; Detroit Loose Scarf Company, men's collars; Geo. Golde & Co., men's ties; Magic Clasp Garter Company, men's garters; Panama Hat Kings, men's hats; Bradley Knitting Company, mufflers; Krell Auto Grand Piano Company, piano player; Colonial Art Company, water colors; Day Dark Specialty Company, post-card machine; Universal Drafting Machine Company, drafting machine; Disappearing Stand Company, typewriter stand; A. L. Kenyon, office cushions; Specialty Manufacturing Company, pencil sharpener; United States Printograph Company, duplicator; W. H. Anderson, books; F. B. Dickerson, books; Smith Book Company, books; *Farm News*, publishers; Lewis Publishing Company (American Woman's League), publishers; Peninsular Paper Co. (Cover Chat), publishers; Simmons Publishing Company, publishers; Fremont Crescent Manufacturing Company, safety razors; Ideal Holder Company, safety razors; Keenoh Company, razor sharpener; Never Fail Company, razor strop; Graden System, correspondence school; Landon School of Illustrating and Cartooning, correspondence school; Potter Shoe Company, shoes; J. M. Martinez Company, cigars; Dr. J. J. Krum, soap; Austro-American Separator Company, gasoline funnel; Burlington Blanket Company, motor robes; Bishop & Babcock, auto cleaner; Gilliam Manufacturing Company, auto hood cover; John N. Kelly, auto liquid; The Petre Carburetor Company, carburetor; Schacht Company, autos; Ohio Motor Car (Jewel Carriage), autos;

If
Interested
in the
Southwest
YOUR ONLY CHANCE
is
**SOUTHERN
INDUSTRIAL**
and
**LUMBER
REVIEW**

The official organ of every branch of Lumber in this Section.

**SOUTHWESTERN
ELECTRICIAN**

The only electrical newspaper published in the Southwest.

RICE INDUSTRY

Devoted to the Great Cereal.

FIRST—Send for Sample Copies—they will interest you.

SECOND—Subscribe—One Dollar One Year.

THIRD—Advertise—Rates on Application.

**SOUTHWEST
PUBLISHING
COMPANY**

Southwest Building

HOUSTON

TEXAS

Hupp Motor Car, autos; Frank J. Enger, autos; Hudson Motor Car, autos; Inter-State Auto Company, autos; W. H. McIntyre, autos; Metzger Motor Car, autos; Speedwell Motor Car, autos; Carlton F. Worfolk, autos; Cal. Hirsch & Sons' Iron & Rail Company, rifles; Gile Boat & Engine Company, launches; S. M. Jones, marine motor; Michigan Wheel Company, boat accessories; Roberts Motor Company, marine motor; Wilmarth & Morman, marine propeller; Carnie Goudie, tents; P. Goldsmith's Sons, baseball outfits; Indianapolis Tent & Awning Company, hammocks; Beebe Elliott, tires; King Leather Tire Company, tires; Rubber-life Manufacturing Company, tire liquid; Vehicle Apron & Hood Company, tire covers; By Town Incorporated, brushes; Electric Resporine Company, electric resporine; Foote Manufacturing Company, tools; Detroit & Cleveland Navigation Company, steamship; Hull Bros., umbrellas; Kamlee Company, auto trunks; National Veneer Products, Indestructo trunks; Straight Back Trunk Company, trunks; Cohn Goodman, women's clothing; Stix Baer & Fuller Dry Goods Company, petticoats; Zar Hose Protector Company, hose protector; American Color Company, dyes; Bentley Ostrich Farm, plumes; Liebstadter Millinery Company, millinery; Standard Knitting Company, sweaters; Bankers' Bonds, Bungalow; Brown Bros., architects; Chautauqua Tours, tours; New Orleans, Mobile & Gulf Coast Tour Bureau, tours; Hunt Bros., canned fruits; Thomas Peter Company, games; Overland Auto Company, autos.

BRYAN JOINS ST. LOUIS "STAR."

Walter G. Bryan, for the past four years advertising manager of the *Kansas City Journal*, and one of the most widely-known advertising men in the West, has been appointed advertising manager of the *St. Louis Star* and the *Journal of Agriculture*, the weekly edition of the *Star*. Mr. Bryan is said to be the "best advertised" daily newspaper advertising man in the West. He joined the *Lewis* forces the week of January 2d.

The *Montreal Star* has just opened offices in London, looking toward the establishment of closer communicative interest between Canada and England. An Information Bureau, concerning Canadian trade possibilities, class of products suited and unsuited to the Canadian market, as well as to the United States market, is maintained at the new offices.

—

The growth of interest in religious paper advertising is reflected in the fact that the January issue of the *Extension Magazine* was the largest issue in twelve months, with the exception of Christmas and Easter. Among the well-known national advertising accounts going into the religious press are the National Biscuit Company, Quaker Oats, Old Dutch Cleanser, Postum-Cereal, N. K. Fairbanks, Maxwell-Briscoe, etc.

The Indianapolis News

Circulation and Advertising Statements for the Year 1909

CIRCULATION

Average daily paid circulation, 1909.....90,246
Average daily paid circulation, 1908.....84,208

**Daily Increase
(Net) Over 1908 6,038**

This is net circulation, exclusive of all copies to advertisers, exchanges, files and office use, returns, samples and papers sold after day of publication.

Distribution in Indianapolis and suburbs 50,874

City Carriers41,184
Suburban Carriers.. 1,891
Newsboys 3,701
News stands..... 2,720
Service450
Mail649
Free279

Total50,874

ADVERTISING

Cols.

Display20,143.96
Classified 5,642.42

Total25,786.38

Daily Average, 82.38

During the year 1909 the other Indianapolis daily papers printed a total of 17,088.87 columns of advertising, exclusive of Sunday editions (The News having no Sunday paper). The News having 8,697.51 columns more than all the others combined.

In the classified (want) advertising The News easily maintained its supremacy, having a total of 285,065 of these ads, 87,937 more than the other city papers combined.

Circulation for Twelve Years

Year.	Average Net Daily Circulation.
1898	45,201
1899	42,178
1900	49,789
1901	56,120
1902	62,134
1903	69,385

Year.	Average Net Daily Circulation.
1904	72,895
1905	71,028
1906	75,233
1907	74,294
1908	84,208
1909	90,246

**Largest circulation of any exclusively
two-cent evening newspaper in America**

Eastern Representative

DAN A. CARROLL
Tribune Bldg., New York City.

Western Representative

W. Y. PERRY
First Nat'l Bank Bldg., Chicago, Ill.

HOW HOTEL ASTOR COFFEE BECAME AN ADVERTISED SUCCESS.

EXCLUSIVE BLEND AT FAMOUS GOTHAM HOSTELRY MAKES FRIENDS, AND IS FORMALLY TRADE-MARKED—NOW ADVERTISED IN NEWSPAPERS ALL OVER THE COUNTRY.

B. Fischer & Co., importers, New York City, for years furnished a carefully prepared, high-class coffee for the exclusive use of the Hotel Astor. The aroma and taste itself made it remembered by the regular and the casual guests at that hostelry as something worth while. Indeed, the coffee had not been an item of the regular service long before curious housewives, always alert for securing the best for the breakfast table, began to ask where the managers secured the brand. They were told it was a special product of a big New York importer.

These queries kept coming indirectly to B. Fischer & Co. so persistently that these importers finally decided that it would be worth while to trade-mark the brand and thereby make it a candidate for the national market.

Efforts to this end began about one year ago. The advertising at first was confined to the New York City district. For the first six months the advertising was in the nature of "readers," averaging five inches, single column. At the expiration of the first half year, however, the management, working in conjunction with Frank Seaman, Inc., advertising agents, decided to use display copy, and so, for the last few months the "readers" have been alternating with double column display.

The coffee has been put up into specially made cans, sealed in such a fashion that the coffee beans are absolutely kept away from the air. In this way the flavor is retained indefinitely.

The value of the coffee has been indicated in the advertising by giving an educational cast to the arguments for its use. The advertising urges that when a firm of the record and reputation of B.

Fischer & Co. puts its name behind a coffee it is, by that token, worth while. Moreover, the public is clearly shown that the special process of sealing the can guarantees against any loss of strength. Another consideration is that the package, plainly marked Hotel Astor Coffee, makes impossible any substitution, as often happens when coffee is bought in bulk.

It is pointed out that while the coffee sells for thirty-five cents a pound, retail, it is thoroughly worth it to people who are particular what kind of things they eat and drink. Coffee may be bought

"The Proof of the Pudding is in the Eating"

—and the proof of the best coffee is in the tasting. You can't even imagine the delicate flavor, fragrant aroma, and rich strength of

HOTEL ASTOR COFFEE



until you have tried it. Then you won't be satisfied with any other. Hotel Astor Coffee is a rare blend of several of the finest coffees grown. The beans are carefully selected, thoroughly matured and roasted by a special process which assures their being roasted through and through.

Then the coffee is excluded from the air until it reaches your table. That is why Hotel Astor Coffee has a flavor you can find in no other kind. A tea will prove it most economical, too—it goes so far—makes more cups of coffee.

Price, 35 cents a pound. In this—never in bulk. All good grocers keep it. Ask yours.

B. FISCHER & CO.

Importers

NEW YORK

ONE OF THE NEWSPAPER SERIES.

at all prices from twenty cents up.

This educational campaign has been vigorously pushed; and it has brought excellent results. The campaign has been confined for the most part to New York City, and the advertising has appeared twice a week in the following papers: *Telegram*, *Globe*, *Evening Sun*, *Evening World*, *Evening Journal*, *Evening Mail*, *Staats-Zeitung* and the *Brooklyn Eagle*.

Last summer, for a short time, the merits of the coffee were urged through a large number of New Jersey dailies, particularly in those papers published at the shore resorts. About fifty in all in New

The Minneapolis Tribune

**MADE A WHIRLWIND FINISH IN
1909 AND BROKE ALL PREVIOUS REC-
ORDS IN VOLUME OF ADVERTISING.**

The figures for the year show an increase in advertising for the year of OVER ONE MILLION LINES—to be exact, 1,039,374 lines, nearly one-half of which increase was during the last four months of the year.

**THERE WAS AN INCREASE IN EVERY KIND
OF ADVERTISING**

Increase in Local Display, - -	516,408 Lines
Increase in Foreign Display, - -	691,017 Lines
Increase in Classified Advertising,	331,949 Lines
Increase in Number of Classified Advertisements - - -	69,118 Lines

The steady growth in advertising of all kinds carried by the Minneapolis Tribune is a recognition of its influence among the buying element of the community which it serves, and of its pulling power in national campaigns. The Tribune reaches practically every voter in the city of Minneapolis, and is the chief disseminator of news for the villages, towns and farms of the rich agricultural Northwest.

The Minneapolis Tribune is one of the few of our American dailies the entire circulation of which is paid in advance. In the face of an increase of $33\frac{1}{3}$ per cent in the subscription rate, and notwithstanding a uniform elimination of all subscriptions not paid in advance, and the cutting off of all free copies from the mailing list, the Tribune is fast gaining circulation.

The marked gain in advertising in 1909 over 1908, going hand in hand with an equally healthy gain in circulation, both in the city and the tributary country, proves the wisdom of selecting, as a medium for Northwest advertising,

THE MINNEAPOLIS TRIBUNE

Western Representative
C. GEORGE KROGNES
1634 Marquette Bldg., Chicago, Ill.

Eastern Representative
J. C. WILBERDING
805 Brunswick Bldg., New York, N. Y.

Jersey were used. No consistent use of space elsewhere has yet been adopted. B. Fischer & Co. have secured an excellent distribution of their coffee, and a great deal of it is sold upon the reputation of the house alone. Yet, whenever a dealer wishes local advertising to help move his Astor Coffee, the importers who handle the brand cheerfully help him out by contracting for space in his local daily or weekly.

A little later on, it is stated, ter-

The Difference

between Hotel Astor Coffee and other coffees is so marked that it will surprise you. You will find it far more delicious than you ever thought a coffee could be.

HOTEL ASTOR COFFEE

Is a smooth, delicate, "full-bodied" flavor that is the delight of connoisseurs everywhere. It is the same identical blend that made the Hotel Astor, New York, famous for the delicious coffee it serves. And it is the coffee that for equals all other kinds in New York City, where the trade is known to be most fastidious.

More economical than other grades—you have to use so little of it. Try it once and you will never use any other.

In one and three pound tins—either in bulk. 50 cents a pound.

Your grocer has it or we can get it for you.

B. FISCHER & CO.
Importers
NEW YORK



ritorial advertising will be followed out according to a regular plan, and in pursuance of this many mediums not heretofore used will be brought into play.

A special feature of the advertising was noticeable around Thanksgiving. At that time Astor Coffee advertising urged that inasmuch as Thanksgiving was a day when everything good for the table should be used, the housewife should try Hotel Astor Coffee, indisputably among the leaders in flavor and all the qualities that go to help cheer Thanksgiving diners. This advertising was gratifyingly effective, and the promoters of the campaign are sure that many lovers of good coffee, who began at that time to use the Hotel Astor brand, will continue regularly.

A high-grade coffee can be easily spoiled in the making. B. Fischer & Co. have attempted to insure themselves against bungling

coffee-making methods by enclosing a recipe in each package. This recipe tells clearly how coffee should be made, and how the best results may be obtained with the Hotel Astor brand.

AN ADVERTISER'S VIEW OF POSTAL RATES.

THE WALTER M. LOWNEY CO.
BOSTON, Jan. 10, 1910.

Editor of PRINTERS' INK:

A few cool comments dropped now into the cauldron of excitement over the second-class postage rates will have about as much effect as so many snow flakes in the place we have all heard of.

Nevertheless, is it not in order to consider the matter standing a little apart from the contagious terror of the publishers? If the low rate of one cent per pound was introduced to spread periodical literature cheaply among the people for their good, has not the privilege been abused and would not the people be better off with somewhat less in quantity and somewhat more in quality?

Would not the advertiser get more for his money if there were not so many magazines?

Would not the publishers of effective magazines be better off if the semi-bankrupt ones were no more? Some of the most successful publishers are making the most to-do about the matter. No doubt they know their own business best since they are shrewd folks.

But to take a ten-year view of the problem, instead of a six months' view, it would seem as if the worth-while magazines might survive a moderate increase in post-rates, and at the end of some years have more money in the bank—ill-gotten from both the public and the advertiser.

G. H. PAGE,
Advertising Manager.

John Livingston, of *Country Life in America*, has gone abroad in the interests of advertising in general and of *Country Life in America* in particular. Mr. Livingston will make a thorough study in England of English advertising, paying special attention to those fields for which there is a chance in American magazines. Mr. Livingston goes as advertising representative of Doubleday, Page & Co.

The Werner Company, a two-million dollar publishing house of Akron, O., has been thrown into receivership.

The last legislature amended the Fort Worth, Tex., charter, taking a number of surrounding points into the city limits and making its population now 80,000.

The annual Capper reunion was a big affair this year at Topeka. Theatricals, music and minstrels made a full entertainment for the Capper forces which were gathered from New York, Chicago, Kansas City, Omaha, etc.

New York American

PARK PLACE AND BROADWAY, NEW YORK CITY

Ten Years of Undisputed Supremacy Both in Circulation and Display Advertising

In 1897—twelve years ago—the **SUNDAY AMERICAN** passed every other Sunday Newspaper in New York, in America and in the World in circulation, and it has held the lead ever since.

In 1899 it surpassed its most vigorous and long established New York competitors, the *New York World* and the *New York Herald*, in the volume and value of display advertising. It has since held and increased its leadership over them and all other competitors.

The following is the exact comparison of display advertising in the three leading advertising mediums of New York in the year ending Friday, December 31, 1909:

New York American	10,605 columns
New York World	9,667 $\frac{1}{4}$ "
New York Herald	7,122 $\frac{1}{2}$ "

Following is the last four years' comparative record of the three leading New York Sunday Newspapers:

	Sunday American	Sunday World	Sunday Herald
1906	10,757	9,458 $\frac{3}{4}$	9,277 $\frac{1}{2}$
1907	10,929 $\frac{1}{2}$	9,368 $\frac{3}{4}$	8,774 $\frac{1}{4}$
1908	10,129	9,162 $\frac{1}{2}$	7,410 $\frac{3}{4}$
1909	10,605	9,667 $\frac{1}{4}$	7,122 $\frac{1}{2}$

The regular average, paid, bona fide circulation of the **SUNDAY AMERICAN** in all of this period has not only exceeded that of any other Sunday newspaper in the universe, but it has equalled the *New York World* and *New York Herald* combined.

THE DAILY AMERICAN

The year 1909 was also the best year in the **MORNING AMERICAN'S** history since the first year of its creation by its present proprietor. The average net daily sales in December, 1909,

increased 50,470 copies per day

over December, 1908—a gain greater than that of all the other morning newspapers in New York Combined.

PHENOMENAL **ADVERTISING GAINS**

for the year 1909 over 1908 establish the

Los Angeles Examiner

AS THE FASTEST GROWING, BEST PRODUCING
ADVERTISING MEDIUM IN THE UNITED STATES

The boldest claims made by other newspapers justify the statement that in the year just closed

THE LOS ANGELES EXAMINER HAS MADE GREATER GAINS IN VOLUME OF ADVERTISING THAN ANY OTHER DAILY NEWSPAPER IN THE WORLD.

The records show the total gain for the year to be

1,877,540 Agate Lines

OR

134,110 Inches

OR

6,705 $\frac{1}{2}$ Columns

The "Examiner" solicits *your* advertising patronage upon the basis of

"BEST RESULTS FROM THE BIGGEST CIRCULATION."

Sunday Circulation More Than 90,000

Eastern Representative

M. D. Hunton

239 Broadway, New York City

Western Representative

W. H. Wilson

1409 Security Bldg., Chicago, Ill.

HEALTHY CONDITIONS IN THE WESTERN FIELD.

AGENTS RECOUNT BUSINESS DEVELOPED IN YEAR, AND GIVE HINTS OF WHAT IS TO COME—MANY NEW ADVERTISEMENTS—LARGE SPACE USED—CHICAGO, ST. LOUIS AND KANSAS CITY HAVE VERY OPTIMISTIC OUTLOOK.

The West—a leader for some years in new advertising developments—has had a most satisfactory year, and is planning many interesting things for 1910.

The Mahin Agency placed more billboard and street-car advertising during the year 1909 than any other Chicago agency. Also to their credit is the commencement of two unique campaigns in the Western Casket Company and a nationally advertised umbrella. What is by some considered the most successful campaign of the year, that of "Carnation Milk," advertised very largely through street-car and billboard space, is a Mahin success for 1909. Other large accounts handled by the Mahin Agency are "The Free Sewing Machine Company," "Tom Burnett," a mattress account, of Dallas, Tex. "The Booth Fisheries," "Holsum Bread" and "Universal Portland Cement Company." Altogether, the creative work accomplished during the year will run to a total of about \$500,000, with eighty-three new accounts secured. One of the noteworthy features of this record is the fact that no solicitors are employed. The Mahin "data book" and Mahin *Messenger* are the only solicitors.

The Long-Critchfield Corporation has passed a rather memorable active year. Some important additions were made to the staff. J. F. Ryan, Geo. C. Hubbs, W. T. Stokes and B. E. Moreland are all new to the organization. "We are gaining steadily," said David L. Taylor, president. "Last week, for instance, we had more space in the *Saturday Evening Post* than any other agency in America. We have added fifty new accounts, all

of which will be doubled or trebled for the coming year. Our total volume will run about \$3,500,000, and there will be an increase in the old accounts of approximately \$1,300,000 for 1910. Some of our notable successes were the Dodge Manufacturing Company, Wm. Galloway, of Waterloo, Ia., who broke all records by using nine pages in one issue, the Haynes Automobile, American Radiator Company, Stearns and Foster, Phillip Carey Company and the Rambler Automobile Company.

"I would like to take this opportunity to correct a rumor to the effect that this corporation is connected with Lord & Thomas. There is absolutely no foundation for such a tale. The stock of the Long-Critchfield Corporation is held by those employed in this office only."

Prospects in the mail-order field look equally bright for the coming year, if one may judge by the universal expressions of optimism. "In my thirteen years' experience in the mail-order publishing business," says K. H. Stone, of the *Home Instructor*, "there has never been within my memory the same substantial assurance of a large volume of clean-cut, prosperous, high-grade business as the mail-order monthlies can be assured of during 1910."

* * *

Ninety per cent of the total mail-order business of America is done by Sears, Roebuck & Co. and Montgomery Ward & Co., of Chicago. The latter concern has just completed the largest structure on earth, a building comprising over 2,000,000 square feet of floor space, constructed entirely of concrete, steel and glass, and possessing a dockage of 900 feet along the river and a trackage under cover for forty-eight freight cars. Sears, Roebuck & Co. operate a plant covering forty acres and employing 7,000 men and women. The total business for these mammoth mail-order houses is \$90,000,000 for the year 1909. The sales represented by this mighty aggregation of money were brought about

solely through the use of country newspaper space, catalogues and follow-up literature. The executive heads of both houses are delighted with the showings made this year, and express most optimistic opinions of what is to come.

"The year 1909 has been conspicuous for its creative work," said Mr. Leven, of the Ben Leven & Nichols Agency. "For instance, our own agency has placed over \$400,000 in new business during the past year, and these figures will be greatly increased for 1910. We handled the Thermos bottle account, which will run \$200,000 for 1910; Connery Bros., of Chicago, whom we started with a \$143 test advertisement, in 1909, will enter the cloak and suit business this year, and that account will run about \$8,000 a month. See what we have done in the land business. I believe this was the first agency that ever placed a display land ad, and I also believe we were the first to see the possibilities in farm land advertising generally. I expect to address a congress of Southern governors next month, at a meeting to be held in Florida, for the purpose of considering the expenditure of \$200,000 for exploitation purposes."

A representative of Lord & Thomas says that the past year has seen many new accounts developed, and the coming year will be marked by big campaigns. A \$200,000 campaign for the Willys-Overland Auto is to begin within a few weeks.

IN ST. LOUIS AND KANSAS CITY.

A wider advertising wedge into St. Louis conservatism has been accomplished in the past year than any time before. Wider campaigns have been started by well-known St. Louis advertisers, such as the Simmons Hardware Company, Star Brand Shoes and Sanitol Tooth Powder.

Kansas City has become an increasingly important capitol of the Southwest and therefore a bigger center for advertising. Special representatives have established offices there, and together with agents are actively working up promising new business.

Among publishers, the noteworthy event of the year was the Lewis Publishing Company's unique subscription plan. Over 800 chapters of the Woman's League were completed in 1909, and are now producing subscriptions at the rate of \$10,000 a day.

"CHRISTIAN HERALD" ABSORBS "HOME HERALD."

Louis Klopsch, publisher of the *Christian Herald*, has purchased the *Home Herald*, of Chicago, and consolidated the two publications.

The *Christian Herald* has long been known as the leading undenominational weekly with a circulation of about 200,000. In November, 1909, Dr. Klopsch started a big circulation campaign, using full and double pages in seventy-eight publications, and this is said to have resulted in an increase of about 50,000.

The *Home Herald* was established in 1893 as the *Ram's Horn*, and has also been in the undenominational class. As the *Ram's Horn* it acquired considerable fame and was widely quoted. The change of its name was made when it was consolidated with the *Voice and Union Gospel News* a few years ago. Last year its circulation was 157,987 weekly.

The combined publications will be published in New York under the name of the *Christian Herald*.

MORE VIGOROUS RICE ADVERTISING.

The question of advertising rice and selling it directly to consumers from the farms was thoroughly discussed by A. E. Groves at the meeting of the Rice Growers' Association of Texas, in Houston, January 4th. Mr. Groves attributed the instability of the rice market to the irresponsibility of brokers who, he alleged, do not care for the value of the rice.

Mr. Groves made a marked impression when he said: "I know that I could take every bag of rice now in the hands of producers and, with the proper advertising, sell it to the consumer within three months from now." He urged the election of a board of directors who would supervise such an advertising campaign. The convention indorsed the suggestion, and a committee was appointed.

This rice advertising has been on for some months, but it will henceforth be pushed much more vigorously. As one proof of the value of the campaign, Mr. Groves showed how widely orders had been shipped over the United States.

Popular Electricity has issued an interesting booklet called "This is the Age of Electricity," which shows in an interesting manner the wide variety of advertising of electrical devices, as well as general advertising, being carried.

Distribution of ELECTRICAL WORLD

Issue January 6, 1910

Alabama	138	Canada	918
Arkansas	101	Cuba	74
Arizona	90	Hawaii	27
Alaska	17	Mexico	266
California	1,008	Panama	52
Colorado	284	Philippine Islands.....	91
Connecticut	343	Porto Rico.....	29
Delaware	79		
Dist. of Columbia.....	212	Austria-Hungary	61
Florida	135	Belgium	29
Georgia	244	Denmark	12
Idaho	96	Great Britain	429
Illinois	2,017	France	120
Indiana	624	Germany	195
Iowa	413	Holland	41
Kansas	260	Italy	94
Kentucky	195	Norway	17
Louisiana	145	Portugal	37
Maine	251	Russia	102
Maryland	306	Spain	43
Massachusetts	1,380	Sweden	27
Michigan	642	Switzerland	20
Minnesota	412	Rest of Europe.....	41
Mississippi	92	India	56
Missouri	607	China	72
Montana	177	Japan	348
Nebraska	202	Rest of Asia.....	88
Nevada	56	Africa	110
New Hampshire.....	160	Australia ... }	71
New Jersey	938	New Zealand }	
New Mexico	71	South America	251
New York	3,346		
North Carolina.....	165		
North Dakota.....	68		
Ohio	1,035		
Oklahoma	169		
Oregon	225		
Pennsylvania	2,081		
Rhode Island.....	149		
South Carolina.....	144		
South Dakota.....	80		
Tennessee	178		
Texas	381		
Utah	165		
Vermont	124		
Virginia	218		
Washington	370		
West Virginia.....	172		
Wisconsin	449		
Wyoming	65		
		Total.....	25,000

THIS circulation covers thoroughly the important men in the electrical art and industry.

There is no other way of reaching all of these men.

The subscription lists are the result of over 30 years' continuous painstaking and intelligent work.

A department for the preparation of advertising copy for use in ELECTRICAL WORLD is at the service of the advertisers.

Advertising rates supplied upon request.

ELECTRICAL WORLD

239 West Thirty-ninth Street

NEW YORK

52%

In Pittsburgh

If any newspaper showed 52% increase in local display advertising carried in any given period over the same period of the previous year, one would be justified in believing that the local advertisers recognized that newspaper as a good advertising medium. Don't you think so?

Well, that's the record made in Pittsburgh by **The Gazette Times**. During the months of October, November and December, 1909, the volume of local display advertising carried in **The Gazette Times** exceeded that carried during the same months of 1908 by 52%.

N. B. It is important to note that while advertising rates are lower per thousand of circulation in Pittsburgh than in any other like territory in the United States, yet during the period referred to above (when space used increased 52%) the local rates of **The Gazette Times**, due to its commanding lead in circulation, were higher than for the same period of the previous year—a higher rate and 52% increase simultaneously.

PITTSBURGH GAZETTE TIMES

Special Representatives,
HAND, KNOX & CO.

**Brunswick Building,
New York.**

**Journal Building,
Kansas City, Mo.**

**Boyce Building,
Chicago.**

**Candler Building,
Atlanta, Ga.**

PROMOTIVE, PROTECTIVE AND PROGRESSIVE OUT- DOOR ADVERTISING.

SOME OBSERVATIONS OF THE PART OF
OUTDOOR ADVERTISING IN A BIG
CAMPAIGN—ITS PROTECTIVE QUAL-
ITY—THE "QUICKENING" INFLU-
ENCE OF OUTDOOR ADVERTISING—
ADDRESS AT SPHINX CLUB.

By C. W. Hess.

Advertising Manager, Quaker Oats
Company.

What we advertising men need more than anything else is—not a new definition of advertising—but a broader and more comprehensive conception of the component parts of a perfect advertising campaign.

No man who has studied the subject for any length of time will deny that the fundamental principle of productive advertising is education. And I believe that as time goes on the educational value of advertising—as shown by its influence upon the public mind—will be more and more recognized—and with this will come an uplifting in the quality of advertising matter.

There is almost no limit to the possibilities of such an influence—the utterance of ethical and honest principles in regard to the manufacture and sale of goods—backed up by the conscientious following of these principles—is bound to bear fruit in increased business to the advertiser—faith and higher standards in the mind of the public.

To my mind, advertising may be classified under two headings—*indoor* and *outdoor* advertising—and each of these may be subdivided into argumentative or educational—and suggestive, or what we usually term publicity. Between these two—serving to a degree the purpose of either or both—I think I should place street-car advertising—but if compelled to place it on one side or the other of this main division, I should give it to the suggestive, or outdoor.

To succeed in advertising it is as imperative that we follow a certain definite order or procedure as if we were raising a crop of corn—

or erecting a building. The part of outdoor advertising is first—*promotive*—its quickening influence upon the mind of the public.

Talk about *creating* a demand—it is obvious that the demand for our products lies dormant in human nature, waiting only to be quickened or awakened to our specific brands by advertising. Thereby, do we not come to know best what advertising is by the right comprehension of the necessities for it?

And do not these necessities emphasize the inadequacy of any one medium of advertising to produce the largest possible demand? Hence, preparatory, demonstrative, argumentative, and suggestive advertising—each in their order—are the component parts of the well-rounded educational campaign. *Preparatory*, to the end of "setting the style," or standardizing an article. *Demonstrative*, teaching the usefulness or utility of the same. *Argumentative*, educational as to its service to mankind. *Suggestive*—or *Publicity*—that which reminds—"lest we forget"—the one outward, quickening influence of all.

Now as to the second quality of outdoor advertising—*protective*.

I have already stated that the fundamental principle of advertising is education. While this is true, education—like vegetation—without proper cultivation will run to weeds, if supplementary care is not taken.

Hence, I use the term *protective* in the sense of "the taking care of" influence of outdoor advertising.

If it were necessary for us advertisers to re-educate the consumers of our products each year through means of argumentative advertising—in order to hold its demand—the annual results of our efforts would be written in smaller figures—this owing to the fact that the greater cost of argumentative advertising would narrow the scope of our campaigns.

But, fortunately, the seeds planted in the public mind through argumentative advertising take root and establish a demand *for*—or a germinal knowledge of—*our products*, which may, through sug-

gestive or publicity advertising, at a lesser cost, be perpetuated by, or quickened to, increased demand. Hence, larger results and broader campaigns.

Finally, the *progressive side*.

In this world of many, amid the rapid strides of industry and commerce, it is no easy matter to attract general public attention. Among the busy crowds of our streets we must shout to be heard, or rap one on the shoulder to attract his attention. The modesty and commonplace of yesterday have no standing in the market places of to-day. Old methods of motive power are rapidly making way for newer and better ones.

So, in advertising—the old, plain lettered announcement signs of days gone by are replaced by the pictorial, suggestive signs for daylight show, and by night in designs of beauty and attractiveness, and in its glory of color; electricity in publicity is the order of to-day.

Outdoor signs, fulfilling their mission of attractive and suggestive advertising—have in an exceptional way kept pace with the advancements of time.

And, gentlemen, we cannot help but admire the *progressiveness* of the attractiveness, and the *attractiveness* of the progressiveness, of outdoor advertising. All of which reinforces and redounds to the efficiency of all other advertising mediums.

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The *Manufacturers' Record* for January 6th contains a splendid, comprehensive story of the South and its commercial and agricultural development. If made into book form it would make a thousand-page volume.

An interesting booklet has just been issued, called "The Path to Publicity and Profit," by W. W. Wood, of the *Carriage and Wagon Builder*, Philadelphia. The booklet contains some strong talk on advertising, calculated to make manufacturers understand the ideas behind good advertising.

The Philadelphia *Evening Telegraph* has a new scheme to secure classified ads. It gave away a full pound of chocolates with every cash want ad recently.

The F. P. Shumway Company has secured an appropriation for the advertising of Crystal Gelatine. A large part of the appropriation will be spent in Southern papers.

GRASTY BUYS BALTIMORE "SUN."

Charles H. Grasty, formerly proprietor of the *Baltimore News*, closed negotiations last week for the purchase of the *Baltimore Sun* from the Abell estate. Mr. Grasty took charge this week.

The *Sun* has been the property of the Abell family for three generations and is one of the most valuable newspaper properties in the United States. It was established contemporaneously with the *Public Ledger* of Philadelphia by its founder, the late Arunah S. Abell. It now appears as a morning and Sunday newspaper. The *Sun* has been conducted for a number of years under a trusteeship headed by ex-Attorney-General Bonaparte, with the active management in the hands successively of Walter W. and Charles A. Abell.

Two years ago the *Baltimore News* was bought by Frank A. Munsey, who retained Mr. Grasty as general manager of all of his newspapers, and in this capacity the new owner of the *Sun* superintended the preliminary arrangements at Philadelphia for the founding of the *Evening Times*. Subsequently Mr. Grasty bought a half interest in the *St. Paul Dispatch*, but relinquished that interest about a month ago to the former owners, and a week ago bought at auction the *Baltimore World*, an afternoon daily.

"EACH COPY VIGILANTLY PURSUED."

THORNE ADVERTISING SERVICE, INC.
1114-1115-1116 American Bank Bldg.
SEATTLE, Jan. 6, 1910.

Editor of PRINTERS' INK:

Your weekly visits during the year of 1909 were very regular and punctual. We had two subscriptions last year, but each member and employee in our company so vigilantly pursued each issue that all had not read it until two or three weeks had elapsed. Therefore we are enclosing check for \$5.00 for which send us four copies, weekly.

We want to congratulate you on the excellent educative articles that have appeared. We would like to see every real estate man in Seattle a subscriber and reader of PRINTERS' INK, for we feel it would reveal to them the vast, fertile field that lies waiting for them.

HINMAN HOLDEN CLARK.

◆◆◆
Among the recent new corporations are the following: Federal Law Association, Chicago; capital \$50,000; advertising and publishing business; incorporators, William M. Ketcham, C. E. Llewellyn and J. B. Bennett. The Trimmer, Chicago; capital \$750; general advertising and mercantile business; incorporators, Edward Sonnenschein, M. Berkson and Hugo Sonnenschein. Texarkana Gas Company, Chicago; capital \$10,000.

Western Magazine Publishing Company, Wilmington, Del.; capital \$1,000. Retail Advertisers' Auxiliary, Inc., Dover, Del.; capital \$100,000; incorporators, W. I. N. Lofland, S. C. Y. Ware.

**The Two Best Iowa Newspapers
—Under One Management.**

The Register and Leader The Evening Tribune

Average Combined Daily Paid Circulation, December, 1909,

53,690

More copies of The Register and Leader and The Evening Tribune are sold in Des Moines every day than there are homes in the city.

The combined city circulation is now

Over 21,000 Daily.

The Des Moines Water Co. serves only 13,300 consumers.

The Register and Leader-Evening Tribune combination so thoroughly cover Des Moines and Central Iowa that advertisers find it not necessary to use any other newspaper in this field.

Combination Advertising Rate 7 cents an agate line flat.

Sunday Register and Leader, 7 cents an agate line.

GETTING REAL VALUE OUT OF A HOUSE ORGAN.

PUBLISHER OF "MODERN SANITATION," ONE OF THE BEST HOUSE ORGANS EXTANT, DISCUSSES PRINCIPLES BEHIND HOUSE ORGANS IN GENERAL — EXPERIENCE WITH "MODERN SANITATION" — ADVERTISING SHOULD BE ON ADVERTISING PAGES—NO CONFLICT WITH TRADE PAPERS—ADDRESS AT PITTSBURG.

By C. B. Nash.

Assistant Manager of Advertising and Publishing Department, Standard Sanitary Mfg. Company, Pittsburgh (Publishers of *Modern Sanitation*).

Who would sanction the employment of a salesman who was short on appearance, short on originality and short on the ability to properly place his goods before his prospective customers?

I have examined a large number of house organs gathered at one time or another during the last several years, and I am confident that the answer would be a unanimous verdict against the employment of a salesman of the type I have mentioned.

For, put in the plainest, simplest terms, the true house organ is a salesman—a real salesman—not an order taker. The true house organ is a living, breathing salesman—living, breathing and speaking the life, breath and voice put into it by the man or men behind it. The house organ would be better named the "House Personality," for that is what it represents, and that is what it is taken to be by its readers, and as such is a force for more profit or less profit, according to the influence it exerts upon its readers—if it succeeds in obtaining a reading.

SERIOUS CONSIDERATION REQUIRED BEFORE STARTING.

In the main I consider the house organ to be an excellent means of advertising, but of all the methods which are at the disposal of the advertiser I consider it as the one method which should have the most serious consideration before adoption. It is the one method of advertising which requires great

foresight, the one method which cannot be worked from hand to mouth. The man who cannot see far enough ahead to know whether he is tapping a fund of information and a source of suitable material which will endure had better not attempt to issue a house organ. If he does, he will take upon himself a great burden which will in time prove disastrous to his ambition as an editor and very likely to his employer's opinion of advertising in general.

It is not every business that is adaptable to house organ advertising. In the first place it should be a business of reasonably large proportions in order to stand the expense. In the second place, it should be an interesting business. By interesting I mean one that involves ways and means that, when told in the house organ, will interest, entertain and educate its readers, but principally it should educate, for busy men have much to read and are inclined to read only that which educates them and points out the avenue to greater profits and greater success. These two conditions complied with, the remaining essential is to have the man who is competent to publish it.

REQUIREMENTS OF PUBLISHER AND EDITOR.

The publisher or editor of a house organ should be a man of reasonably broad views, should have a fair education, possess foresight and originality, and should have a knowledge of printing, illustrating, engraving and designing.

Some house organs lack a serious purpose and thus are in the position of a salesman who succeeds in getting an audience and then has nothing to say, or having it to say does not know how to say it. He is the salesman who is short on the ability to place his goods properly before his prospect. Many of these house organs are woefully lacking in the proper use of the printing art, and thus typify the salesman who is short on appearance and whose employment we would all be likely to condemn if he did not improve.

Again, many of them are short on originality. They are liberal in the use of the scissors and paste-pot. They lack original, interesting, technical articles. They have joke columns, childish puzzle pictures, and it is really surprising how the subject of the "Letters of a Self-made Merchant to His Son" has been so often imitated, mutilated and overdone. Some house organs show almost desperate attempts to fill space, while in others page after page of valuable space is not utilized in any way. As the cost of publishing a house organ can be figured at so much a page, I consider that some of these house organs represent a waste of considerable money either in space misused or space not at all used.

Do not put anything in your house organ that you would object to your salesman saying in person. Use its pages to say what you would have an ideal salesman say and avoid printing the things you would not have come from the lips of your salesman. I know of more than one house organ publisher who would feel himself in a ridiculous position were he obliged to stand face to face with his customer and repeat word for word all that he prints in his house organ. Make your house organ your ideal salesman and live up to your ideals.

PRINTING IS IMPORTANT.

Printing is an important factor in the house organ. It is to the house organ what clothes are to a man. The best of printing is none too good to employ, as it is largely upon appearance that the house organ first engages the attention. A well-printed paper commands respect and respect in turn commands attention.

In a general sense I would say that the house organ is best adapted as an advertising medium for the manufacturer and is a medium that the jobber and retailer are best without. The manufacturer of almost every article involves interesting principles or means which, when properly written up, are eagerly read by purchasers and users.

These articles can be prepared and used by the manufacturer at first hand and can be made impersonal, whereas the jobber or retailer would be obliged to use them at second hand, and he could not be impersonal, as he would necessarily have to use the name of the manufacturer or of the specific article which his story covers and would thus fade into the insignificance of an ordinary write-up. The manufacturer could make his story interesting as being descriptive of a process, and if the jobber or retailer would write his from the same point of view without mentioning the name of the article his story really covered, he could not look for sufficient returns to make his work profitable. I have known of many house organs among jobbers and retailers going to an early grave, and the more thought I give this phase of the subject, the more firmly am I convinced that the house organ proposition is most decidedly not for the use of the jobber or retailer.

The mission of the true house organ should, I think, be to supply the trade that which the magazine supplies to literature. A house organ can be likened to a class magazine, covering a particular field, with a definite purpose, and the copy it contains should be relevant to the subject. There are a number of house organs published which contain much matter not at all related to the purpose of the organ, and I understand that some of these have been very successful, while the success of others of the same class is a question of doubt. Personally, I would not sanction their use. They may be clever and entertaining, but as a rule not impressive, and after a reading, the reader may not have any impression whatever of the article the house organ was intended to advertise.

AN INSTANCE OF PERSONALITY SUCCESS.

A short time ago I was talking to a representative of Nye, the dieman of Chicago. Nye publishes a house organ called *The Exhaust Pipe*, and has been publishing it

for a year. The reading pages are à la *Philistine*, and the advertising pages, too, are written in the Hubbard way. *The Exhaust Pipe* has a circulation of 36,000 among plumbers, steamfitters, and others using dies and Nye says that his house organ has doubled his business. A short time back he wanted to know how thoroughly his magazine was read and to find out he conducted a mis-spelled word contest, which in twelve days brought him 6,000 replies. Any of you who have followed Nye's trade-paper advertising know that his peculiar style of advertising brought him into quick prominence, and his house organ is a continuation of that peculiar style. Mr. Nye's representative attributed the success of Nye's trade-paper advertising and his house organ to the Nye personality. Therefore, we have a conspicuous example of personality pushing to success a style of advertising which I daresay few, if any, of us would employ. The day will no doubt come when Nye will be compelled to drop his present style of advertising for one of a more dignified nature. It possesses sufficient originality and personality to serve as a foundation, but I do not think it has the power to sustain interest by humorous or philosophical originality, and I think a house organ conducted on those lines will have to change its course to one of a more serious nature or fail.

EXPERIENCE WITH "MODERN SANITATION."

Modern Sanitation was first published in June, 1904, and the editorial page clearly defined that its purpose was to advance plumbing and sanitation. Our company had for some time considered the publication of a house organ to more closely establish its relations with the trade, and early in the year 1904 it was decided that the time was at hand to publish it. The first question was that of a suitable name, sufficiently broad and representative to denote its purpose and cover the intended field. The name first mentioned was the *Standard Herald*, but it

was quickly decided that the name "Standard" would brand it as a plain, everyday advertisement.

After considerable study and discussion, *Modern Sanitation* was decided upon as the most representative and appropriate, and was adopted.

The first numbers were very crude as we look back upon them now. Nevertheless, they presented a fine appearance on account of the high quality of the printing, engraving and designing. They contained some articles of a general nature on the different phases of plumbing and sanitation, and our goods were frequently mentioned throughout the reading pages.

However, with each succeeding number we found ourselves hard worked to obtain interesting, technical articles for the reading pages, and gradually confined the mention of our goods to the advertising pages in the front and back of the book, and advertising pages were treated like pages of the catalogue. That is, they were used to show new goods or to call attention to the various articles of our manufacture which were most widely used and the most interesting.

Our first circulation was about 10,000 copies among the architects and plumbers and jobbers. After *Modern Sanitation* had been published for a few months we, from various sources, succeeded in establishing connections with a number of well-known contributors, and it was not long until we were able to make our reading pages very interesting indeed and published many articles upon the subjects which had never been touched upon before by any other publication in the same field.

VALUABLE TECHNICAL ARTICLES PUBLISHED.

One of the first authors to write for us was a sanitary engineer of well-known ability, whose first article was a serial entitled "Principles and Practice of Plumbing." It occupied from five to six pages in each issue of *Modern Sanitation* for more than a year, and was only withdrawn at the end of that

Whenever
you see an
Arrow



Think of

Coca-Cola

Whenever, wherever, however you see an arrow, let it point the way to a soda fountain, and a glass of the beverage that is so delicious and so popular that it and even its advertising are constant inspiration for imitators.

Are you hot? → Coca-Cola is cooling.
Are you tired? → Coca-Cola relieves fatigue.
Are you thirsty? → Coca-Cola is thirst-quenching.

Do you crave something just to tickle your palate—not too sweet, but alive with vim and go? Coca-Cola is delicious.

So Everywhere



Really, we feel modest in the matter, but we did have something to do with the Coca-Cola arrow.

So whenever you see an arrow think of Coca-Cola and the agency that never even takes an idea from one customer to use for another.

We try to be original—perhaps we can give you some copy that no one else has thought of. We'll try—and we'll go to your office (wherever it is) to show you.

D'Arcy Advertising Company
St. Louis, Mo.

time because we published the entire article in book form at the urgent request of many of our readers. In order to show how widely *Modern Sanitation* had been read, we obtained before the book was off the press 2,000 orders, and these books were sold entirely through inserts put in *Modern Sanitation* and notices in the advertising pages, and the sales had kept up so well that we have sold up to the present time 4,000 of that one book, and its selling price is \$3.00 a copy. It will interest you to know that this book has been adopted as a text-book in more than thirty universities and colleges in the country. This, I think, speaks volumes for the influence of *Modern Sanitation*.

The same writer wrote other serial articles which were handled in the same manner, and now *Modern Sanitation* has to its credit four books by that one author, and of these books (three of which are very new) more than \$13,000 worth has been sold for cash.

Another interesting phase of the work we undertook was that of giving the history of the bath from the earliest days when bathing was looked upon with even greater respect than it is to-day.

We took up the history of sanitation. We took up the question of public baths, and as no literature of any consequence was ever published on that subject we published articles on the public bath movement in practically every city in the United States where public baths exist, and as a consequence *Modern Sanitation* is now looked upon as an authority on that question as well.

Many technical questions had been taken up, one after another, and the articles were written by the most competent engineers and we believe have done much toward helping solve perplexing problems and elevating the standing of the trade. Through these various means *Modern Sanitation* has attained a very high standing, and we are thoroughly convinced that it has done a great deal to promote the sale of our goods.

At one time we had a circula-

tion ranging from 30,000 to 33,000, but during the depression we cut our circulation to some extent in order to keep down cost. We felt that it would be better in order to save money to cut circulation rather than to cut the number of pages in the boom or alter its quality in any way except for the better.

ADVERTISING CONFINED TO ADVERTISING PAGES.

It has always been our belief that it is best to omit the mention of our goods throughout the reading pages and confine our advertising solely to the advertising pages. The plumber, architect or engineer would feel very bitter if he would read an article which he thought was a reading article and at the end learn that it was simply a disguised advertisement of our goods. If we had followed that method and published disguised articles in the reading pages we believe that we would soon have come to the point where people would not read our articles, fearing that every one was an advertisement of some form or another.

We have always felt that our house organ was no place to discuss politics, religion, personal beliefs, philosophy, trade association or trade-union matters, nor is it the place to indulge in personalities or other matters which might lead to useless discussion which would create factions and finally result in the loss of the esteem and good will of those whose friendship and good will we desire.

We have also felt that the better we could make our publication the more benefits we would receive, because the publication was not going as a whole to people to whom we sold goods. Our goods are sold only to the jobbers, of whom there are less than 400, whereas, *Modern Sanitation* went to about 5,000 architects and 20,000 plumbers and others whose names never appeared on our books as customers, but we always felt that if we could gain their respect for *Modern Sanitation*, that in turn we would gain their respect for our goods.

RESULTS VERY SATISFACTORY.

Those of us who are intimate with the working of *Modern Sanitation* feel that it has justified itself, and has been worth its cost. We have no way of ascertaining in tangible terms its value as an advertising medium, as we do not sell direct to those to whom *Modern Sanitation* is designed to appeal. But we are convinced that the gospel it has been spreading has brought about a more wholesome respect for plumbing and sanitation, and that it has been an influential factor broadening and increasing the field to which our manufacture is devoted.

Various plans have been put before us to put *Modern Sanitation* on a paying basis. We have set them all aside. In the first place, if we solicited outside advertising we would have to take every kind of copy that came before us, and might have to publish a good many pages which were entirely contrary to our views. Furthermore and most important, our company would be merging its individuality with every one of the advertisers who patronized its pages, and it would have to be a very profitable publication in order to justify our doing this.

We have never permitted *Modern Sanitation* to influence our relations with the trade papers in our field. Our first issue contained an announcement stating that it was not our purpose to in any way conflict with the trade papers, and we have always adhered to the principles of that announcement, using the advertising pages of the trade papers as before, and never considering *Modern Sanitation* as the basis of our advertising campaign, but as a part of it.

Interesting evidence of the rapid advance of magazines is contained in the fact that when the Phelps Publishing Company bought *Good Housekeeping Magazine* ten years ago, they were optimistic of the possibility of reaching 50,000. At the present day they are working very successfully toward the 300,000 mark and have built a very interesting place for the magazine in public regard.

Trenton

IS THE ONE SPOT

THE ONLY CITY IN NEW JERSEY

Free from the metropolitan influences that dominate the northern and southern extremities of the State. Absolutely beyond the commuting range of New York City or Philadelphia.

Famous the world over for its

Great Industries

Pottery and Tile
Iron and Cable
Rubber and Linoleum

A Million a Month PAY ROLL

equivalent to over

**\$50 PER MONTH
PER FAMILY**

A happy, busy, working, independent community.
The educational and political centre of the State.

A Home City

approximating

**5 persons per family
1 family per dwelling**

that can be reached only by using its HOME PAPER.

The combined circulation here of the 27 dailies published in N. Y. and Philadelphia is less than 5,000.

TRENTON is unique; a great proposition for the alert advertiser.

LET US TELL YOU WHY

TRENTON should be on YOUR list and SHOW YOU what a hundred foreign advertisers think of this field.

HAND, KNOX & CO., Brunswick Building, N. Y.; Boyce Building, Chicago; Journal Building, Kansas City; Candler Building, Atlanta.

TRENTON EVENING TIMES

The only afternoon paper and
The Only Independent Paper in
Trenton, N. J.

A REVIEW OF PRINTERS' INK FOR PAST YEAR.

MORE EDITORIAL MATTER PRINTED THAN A GENERAL MAGAZINE USUALLY CARRIES—ADVERTISING DOUBLED SINCE 1908—IMPORTANT CREATIVE WORK IN "IMAGINARY" CAMPAIGNS—160 ACTUAL CAMPAIGNS DESCRIBED—ALL FIELDS OF ADVERTISING COVERED—WIDE REACH OF INDUSTRIES CONSIDERED—IMPOSING LIST OF CONTRIBUTORS FOR 1909.

Well known advertisers have frequently complimented PRINTERS' INK during the past year upon the wide scope and highly practical advance in the editorial matter printed. These expressions were based on general impressions made on readers from week to week.

However, a categorical review of the table of contents, as well as the advertising in PRINTERS' INK for 1909, discloses some rather impressive things. During the past year PRINTERS' INK published 1,935 pages of editorial matter as compared with 1,563 during 1908. The full extent of these figures can scarcely be realized until compared with the volume of reading matter carried in any of the famous general magazines. *McClure's*, for instance, publishes an average of 1,344 pages of editorial matter per year. The matter published in PRINTERS' INK during 1909 was equal to the editorial matter published in one and a half average years by *McClure's Magazine*. This number of PRINTERS' INK alone contains matter equal to a large novel.

During 1909 PRINTERS' INK described 160 actual advertising campaigns, discussing the methods and the mediums employed and the story of how the difficulties of marketing were overcome.

In its advertising PRINTERS' INK has made similarly interesting strides. It published in 1909 a total of 2,137 pages of advertising, as compared with 1,151 in 1908—practically doubling the record of 1908.

Prominent among the editorial features of the year were the constructive campaigns showing how

goods not now advertised might be advertised and why. These articles have been characterized by one of the most prominent publishers as of absolutely inestimable value to the advertising business—a service rendered, the full creative value of which was permanent and highly important. Sixteen such campaigns were printed in 1909, covering woolens, furniture, canned goods, rope, umbrellas, table linen, spices, hot water bottles, cheese, hats, carpets, spaghetti, tea, toys, sponges, yellow pine lumber.

During the past year six new advertisers have been started as the direct or indirect result of these "imaginary" campaigns. No umbrellas, or cheese, or peas, or spices, or carpets, or hot water bottles, had been advertised generally until after imaginary campaigns had appeared in PRINTERS' INK on these subjects.

The breadth of advertising interests covered by PRINTERS' INK during the past year is also extremely interesting. Instead of devoting attention to one or two kinds of advertising, PRINTERS' INK in the past year, as never before, has covered every accredited field of advertising—newspaper, magazine, trade paper, street car advertising, poster advertising, painted signs, painted and electric sign, agricultural, mail order and religious papers, German and foreign language papers, novelty advertising, etc.

The industries covered in its descriptions of campaigns and selling and advertising articles were as follows: automobile, drug, clothing, shoe, financial, office equipment, household, prepared foods, agricultural, banking and investments, building materials, supplies, confectionery, insurance, jewelry, machinery, tools, textiles, musical, railroads, real estate, schools, colleges, sporting, telephone, electrical, etc.

Perhaps most imposing of all is the list of prominent advertising and business men who have contributed to PRINTERS' INK in one way or another in the past year:

O. C. Harn, National Lead Co.; R. A. Holmes, Crofut-Knapp Co.;

George Batten; Frank Presbrey; S. S. McClure, *McClure's Magazine*; Stuart Benson, Wallace & Co.; Morris Black, Wooltex Co.; E. Leroy Pelletier, Adv. Mgr., Studebaker Bros. Co.; Wm. Thompson, vice-president, Kalamazoo Stove Co.; George Perry, Siegel-Cooper Co.; L. R. Greene, Adv. Mgr., Sherwin Williams Co.; Lewis Coffrain, Kaufman Bros., Pittsburg; Wm. C. Freeman, *New York Mail*; J. K. Fraser, Street Railways Advertising Co.; H. B. Humphrey, president H. B. Humphrey Co.; A. A. Hawkes, Canadian Pacific Railroad; S. C. Dobbs, Coca-Cola Co.; J. Walter Thompson; Frank Van Camp, Van Camp Packing Co.; Hugh Chalmers, Chalmers-Detroit Motor Co.; P. A. McGrave, Houston Co., Boston; James H. Collins; F. W. Tully, advertising manager, Wm. Filene's Sons, Boston; F. A. Hotchkiss, John Wanamaker; St. Elmo Massengale, advertising agent; H. F. Gunnison, *Eagle*, Brooklyn, N. Y.

George E. Hall, advertising manager, Andrew Jergens Co.; H. M. Horr, advertising manager, Oakland Chemical Co. (Dioxogen); C. R. Lane, secretary Trade Mark Title Co.; Walter B. Cherry, advertising manager, Merrell-Soule Co.; C. W. Wurster, advertising manager, Wyckoff, Church & Partridge; R. S. Tibbals, advertising manager, Angle Mfg. Co.; Louis Scott Dabo; Thomas Dockereil (formerly advertising manager Scott & Bowne); Harris Merton Lyon; William Allen Johnston; V. Chapman Daggett, secretary and treasurer, Daggett & Ramsdell; Berry Rockwell, advertising manager, Maxwell-Briscoe Co.; H. B. Gillespie, advertising manager, Michigan Stove Co.; L. F. Hamilton, advertising manager, National Tube Co., Pittsburg; A. J. Stocker, vice-president Frank Presbrey Co.; J. W. T. Knox, advertising manager, Frederick Stearns Co.; H. S. Snyder, advertising manager, Joseph Dixon Crucible Co.; H. M. Davis, advertising manager, Sprague Electric Co.; George L. Lewis, advertising manager, Carter White Lead Co.; J. Herbert Tool, advertising man-

ager, Babcock, Hinds & Underwood; Jack W. Speare, advertising manager, Protectograph Co.; A. A. Briggs, advertising manager, McClary Co., Canada.

Lord Northcliffe, England; George Frank Lord, advertising agent; Luther D. Fernald, advertising manager, Selz Shoe Co.; Robert Frothingham, *Everybody's*; Jefferson Thomas, manager McFarland Publicity Service; Truman A. De Weese, advertising manager, Shredded Wheat Co.; C. W. Hopkins, advertising manager, Johnson Educator Food Co.; Warner H. Jenkins, manager Philadelphia branch, J. Walter Thompson Co.; William Galloway, president William Galloway Co.; William Clendennin, secretary Nelson Chesman & Co.; Irwin Spear, vice-president Mahin Advertising Co.; George P. Wilder, president Butterick Publishing Co.; Charles W. Mears, advertising manager, Winton Motor Carriage Co.; J. M. Campbell, advertising manager, Proctor & Gamble Co.; David Evans, *Success Magazine*; R. N. Doy, advertising manager, Sill Stove Works; William H. Ingersoll, Ingersoll & Bro.; E. M. Benson, advertising manager, Hopkins & Allen Arms Co.; Malcolm Moore (Name-on Umbrellas); H. Gibson, advertising manager, Sanitol Chemical Laboratory Co.; A. W. Sherer, McCrav Refrigerator Co.; M. W. Swaab, Jr.; advertising manager, F. H. Fleer & Co.; G. S. Buck, advertising manager, Butler Bros.; W. R. Messenger, mail-order advertising manager, R. H. Macy & Co.; H. M. Post, advertising manager, Western Electric Co.; C. W. Post, Battle Creek, Mich.; Cyrus Curtis, Philadelphia; Frank A. Munsey; Samuel Bowles; I. H. Sawyer, of the Brown Shoe Co.

Such an impressive list of contributors representing every shade of advertising opinion and the widest possible range of advertising experience, emphasizes heavily the value of PRINTERS' INK to its readers. During 1910 this list will be re-enforced by many other notable writers on advertising subjects, making PRINTERS' INK still more valuable and interesting.

$\frac{1}{4}$ c. a Line Per 1,000

You can reach the best possible class of consumers for this low rate by contracting for space in the

St. Joseph's Blatt

—the only Catholic German paper on the Pacific Coast. Leading advertisers in this section, who know conditions, use St. Joseph's Blatt regularly. It will pay you to ask me for complete information.

Published by the

Benedictine Fathers

RALPH C. CLYDE, Adv. Manager
* 603 Goodnough Bldg.
Portland, Oregon

CY H. DAVIS Seeks Another Advertising Managership

Please observe that this means a real managership—

I do not aim to be the President's Clerk at a fancy salary.

A big Agency Man characterized me thus: "resourceful, open-minded, an executive of unusual ability, and one of the few good copy men in the country."

I am today advertising manager for the Diamond Crystal Salt Company, whose business is almost spectacularly successful. I cannot take up new duties till April or May; but I want to get in touch now.

No position under \$4,200.00 will be considered, unless it offers in place of salary an immediate and substantial stock interest—in a worth-while concern. Address simply

CY H. DAVIS, ST. CLAIR, MICH.

THE SPIRIT OF MODERN ADVERTISING.

MORE BUSINESSLIKE AND BROAD
OUTLOOK—GUARANTEEING AGAINST
LOSS—VITAL VALUE OF SECURING
READERS' CONFIDENCE—THE "COL-
LIER" TALKS.

By H. S. Snyder.

Advertising Department, Dixon Crucible
Company.

It is not so long ago that advertising was regarded as more or less of a hoax. With a few notable exceptions, the advertisers were of the catch-penny variety, patent medicine makers, quacks—mostly petty or worse. "Caveat Emptor" applied with a vengeance and the chief appeal was to the unwary and gullible. Keeping faith with customers secured by advertisements was considered unnecessary, if not foolish.

This accounts for the fact, no doubt, that a big proportion of the public is still skeptical of the advertiser's sincerity, especially among the older generation. Of course, there yet exists deception in advertising but it is not greatly in excess of the natural, or at least usual, human quota.

The spirit of advertising is changing and making for betterment; the advertisers and the public both recognize it. The best publishers exercise a censorship over all advertisements printed in their publications. Some go so far as to guarantee their subscribers against loss through misrepresentation by advertisers. But the real improvement must come from the advertisers themselves, and that's where a few leaders are showing the way.

Realizing that confidence is the keynote of success, these advertisers have gone to work to gain the reader's confidence. They are frank and candid in their advertising, they avoid exaggeration and sophistry. Rogers, Peet & Co., of New York City, are, perhaps, the leading exponents of the modern spirit of advertising—"new thought" advertising, as it were.

In one of their newspaper ads

announcing a sale of fine hosiery, they describe the stock as highly desirable, but frankly say: "Too sheer to wear well"—shade of P. T. Barnum, please write. Of course, everybody knows that very sheer hose is not of sturdy construction, but who except Rogers Peet would break all precedent, and point out this fact in an ad?

More recently, the same concern printed the following over their signature:

"Of course, there's a great deal of nonsense about the difference between spring and fall four-in-hands.

"Most of us average men wear much the same sort of scarfs at all seasons.

"But no self-respecting furnishings department admits that, and ours insists on entirely new stock every spring and fall.

"Of course, an entirely new stock is good business, so we humor them with a cleanup sale each season."

Isn't that refreshingly ingenuous?

Another instance of the broadening spirit of advertising that recently came to the writer's attention deserves mention. This was the Advertising Bulletin appearing in *Collier's* under date of October 9th, and signed by *Collier's* advertising manager. Some portions of the Bulletin are reproduced:

"Last night I picked up the October issue of *Everybody's Magazine*, and the first thing I did after tearing off the wrapper, was to turn to the advertising section.

"After I had finished with the advertising pages, I read the first installment of Judge Lindsey's story—in bed.

"This experience with *Everybody's* is duplicated by that of countless people who, consciously or unconsciously, value the advertising pages of their favorite periodicals quite as much as the editorial contents."

One almost imagines he is reading "Straight Talk." And there is not a word said about *Collier's* throughout.

The examples given show the pioneer work being done.

**I'M not a Human
Rate Card, a
Burroughs Adding
Machine, a Ready
Reckoner, or a Dis-
count Clerk.**

So please don't send for
or write to me if all you
want to know is how
much space you can
buy for a given amount.

If advertising were simply
a matter of addition, divi-
sion and rebate, I'd be in a
real business.

But if you want help in selling your
goods, or widening your market or
making your *name* stand for some-
thing, as every red-blooded man
ought to do—

That's different.

Richard A. Foley

The Richard A. Foley Advertising
Agency

Bulletin Bldg., Philadelphia

Printed below is an extract from Fame which describes accurately the growth of the

American Home Monthly

and also explains the reason for that growth.

"A steady, slowly increasing circulation is the healthiest that any publication can possibly have, and it is usually the results of the inherent merits of the publication rather than any extraneous efforts to temporarily boost up the number of readers by sensational methods."

The policy governing the publishing of the *American Home Monthly* is of a similar character. By not deviating from this policy the *American Home Monthly* secures the most desirable readers that a magazine can have, namely, people of the numerous middle class. The magazine interests these people as its editorial policy is directed by their desires. An indication of their appreciation is shown by the fact that 50 per cent renewals have been received during a month.

The guaranteed circulation is 100,000, and every month a greater number of copies are sent to paid subscribers.

Advertising costs 40 cents a line flat and no objectionable advertising is accepted. Advertising forms for our March issue close on February first.

Charles H. Ridder

Adv. Mgr.

**AMERICAN HOME
MONTHLY**

27 Spruce St., New York

FEDERAL AGENCY REORGANIZES FOR UNIQUE MERCHANDISING SERVICE.

A DIRECTORATE OF LEADING TRADE PAPER PUBLISHERS TO ASSIST IN PLANNING BROAD ADVERTISING AGENCY SERVICE — SALESMEN SCHOOL IN ADVERTISING—CLOSE CO-OPERATION WITH DISTRIBUTIVE WORK.

Contrary to rumors that the recent re-incorporation of the Federal Advertising Agency, New York, was a combination of trade and technical publications, the new plans for this agency are along extremely interesting and advanced lines. Since its organization, a little over a year ago, the Federal Advertising Agency has placed more than one new advertiser in the general magazines.

From the very first, the idea behind this agency was specialized service, which would allow the handling of advertising accounts by men intimately acquainted, by training and education, with the merchandise, its market and its merchants. This idea has been proved to produce real results, and the new reorganization is simply to extend the scope and application of this idea.

The new plan includes the securing of the co-operation of the special advertising service departments of the best trade papers in the field. These include the *American Machinist*, *Engineering Record*, *Engineering and Mining Journal*, *Electric Railway Journal*, *Electrical World*, *Iron Age*, *Power*, *Engineer*, *Railway Age Gazette* and all the Root Newspaper Association papers.

The power of this organization for expert use and service to advertisers is thus shown to be of an exceedingly high character. The men who will be available for advisory purposes, because of their placing on the directorate of the new organization, are Charles G. Phillips, I. A. Mekeel, John A. Hill, James H. McGraw, W. H. Taylor, E. A. Simmons and Robert Tinsman.

As an interesting indication of

the kind of service the new advertising agency promises can be mentioned one of the Federal Advertising Agency's methods of giving advertising instruction to salesmen. Regular season appointments are made for the Federal men in charge of certain advertising accounts to instruct the salesmen in a sort of advertising school, so that the application of the advertising matter to the actual selling problem of the road men is sure to be efficiently handled. Other quite unique and practical methods of closer co-operation with the distribution of the merchandise are planned and are already in use.

"So much advertising of today," says Robert Tinsman, one of the new directors, "is unfortunately so far removed from close contact and co-operation with actual retailing and distributive conditions that we believe there is already a strong realization by advertisers that closer practical relation to actual merchandising conditions is essential to success. Many bluffs have been handed out to dealers regarding consumer demand and consumer advertising which were not sincerely or practically followed out. This new agency aims to round out advertising campaigns to a broad and businesslike basis which will make success more sure. Careful work on distribution will be looked after, and consumer advertising will be done in a way that fits in effectively with their trade conditions."

ARRESTED FOR ADVERTISING ON SNOWBANKS.

Robert Jackson, a Chicago advertising agent, was arrested in the southern part of the city where, it is alleged, he was placing advertising placards on laths in snowbanks along the streets in violation of section 175 of the Revised Municipal Code of Chicago.

The Typothetae of the City of New York held an interesting graphic art dinner in commemoration of Benjamin Franklin's birthday, January 17th. Among the speakers were ex-United States Senator Spooner, Winchell Smith, Judge Moore and John Wesley Hill.



Tennessee's oldest newspaper, the **NASHVILLE AMERICAN**, will celebrate its **80th anniversary in March, 1910**, by the issuance of a state edition. Every one of the ninety-two counties in Tennessee will be represented.

Age has not impaired the vigor of The American. An increase in advertising each and every month in 1909 attests this.

In this period The American **GAINED A TOTAL OF 625,156 LINES** in advertising over the twelve months preceding.

The American is the only morning Associated Press newspaper in Nashville and in Middle Tennessee.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

To Place Your Advertisement Before Millions of Would-be Customers at

When they are most in need of your goods is an UNPARALL

COMFORT

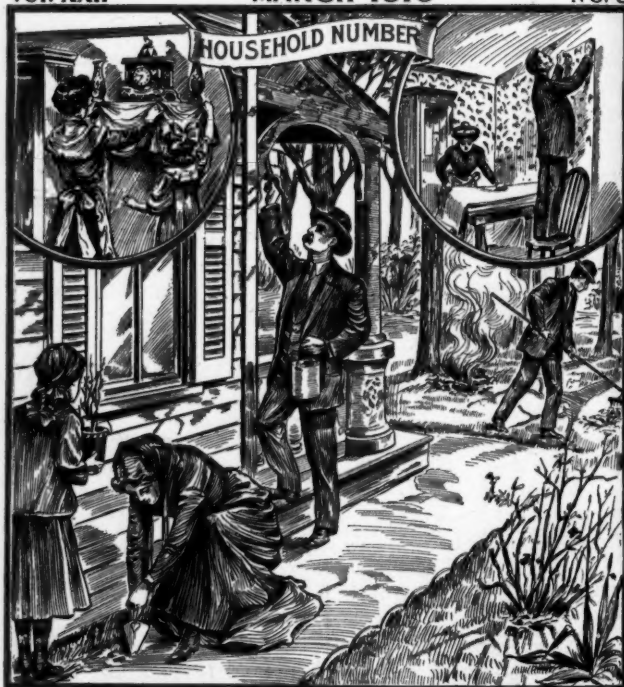
*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART. LITERATURE. SCIENCE AND THE HOME CIRCLE.

Vol. XXII

MARCH 1910

No. 5



March COMFORT Has the Strongest Pulling Feature

The...
a quar...
cleaning...
helpful...
on the

That will give i...
domestic economy...
labor...
appli...

Of improving, rep...
contents and sur...
being read, studie...

It is the re...
selecting the data...

Late orders...
advertising to ou...

Firms close

NEW YORK
1108 Platt
WALTE JENKINS

Before the Wistful Eyes of
 at the Psychological Moment
 an UNPARALLELED OPPORTUNITY not to be neglected.

Home-Furnishing COMFORT

For March, 1910

The positive title of which is shown in miniature opposite, will reach a million and a quarter of the housewives, most opportunely, on the eve of the spring house-cleaning, renovating and furnishing season, and will engross their attention with its helpful hints on the subject then uppermost in their minds. It will contain

An Indispensable Household Manual

That will give invaluable instruction in every department of housekeeping and domestic economy, teaching new uses of standard articles and materials, and advising labor-saving appliances and modern utilities in all that pertains to the home.

A Compendium of Best Methods

Of improving, repairing, renovating, beautifying and making the house and all its contents and surroundings more comfortable, attractive and healthful, which, after being read, studied and loaned to the neighbors, because of its permanent value,

Will Be Kept for Future Reference

It is the result of more than a year's preparation in gathering and carefully selecting the data, and will be bigger and better than the best we ever issued.

Like orders have not succeeded in getting into our recent issues crowded with advertising to our prescribed limit;

*So if You Want the Best There Is
 Apply Early for Space in March COMFORT.*

Forms close Feb. 15. Order through any reliable Agency, or send direct to

W. H. GANNETT, Pub., Inc.

Augusta, Maine.

NEW YORK OFFICE:

1105 Platten Bldg.

WALTER JENKINS JR., Representative

CHICAGO OFFICE:

1635 Marquette Bldg.

FRANK H. THOMAS, Representative

ing Features for General and Mail-Order Business

THE GROWING TENDENCY OF CHURCHES TO AD- VERTISE.

MINISTERIAL GATHERINGS FREQUENT-
LY MARKED BY INJUNCTIONS TO
ADVERTISE—A RECENT PRESBYTE-
RIAN UTTERANCE—SOME CHURCH
ADVERTISING BEING DONE IN NEW
YORK STATE—THE PURPOSE BE-
HIND IT.

A persistent tendency toward using sane advertising methods in churches and charitable and philanthropic institutions has been noticeable during the past year. Not a little surprise has been caused by the addresses of some prominent ministers in large religious bodies advocating the use of printers' ink to stimulate interest in churches. This entirely legitimate means of communication with the people most desired to reach is becoming more and more appreciated. As one eminent divine has said, advertising in news-

papers in a sensible manner is certainly neither less effective nor less respectable than holding barrel meetings at street corners or exhorting from wagons. The wide reach and influence of men like Arthur Brisbane and other newspaper editors is frequently cited as an example of what might be secured by using display to reach those who read the newspapers.

Declaring that churches will be better filled and will grow faster if the sermons are advertised in the newspapers in advance and advising ministers to use more publicity in their invitations to outsiders to join with them in worship, Allan Sutherland, secretary of the Presbyterian Board of Publication, recently spoke to about one hundred Presbyterian ministers in Philadelphia on the subject "How to reach the people."

"Newspapers will publish anything of general interest if it is news. Ministers who complain of being inaccurately quoted have only themselves to blame. A little

The "Abendschule"

(Evening Companion)

BREAKS ALL RECORDS IN 1909

For the twelve months of 1909, the "Abendschule" carried more net paid advertising from national advertisers than any German Magazine in the United States, once more demonstrating its overwhelming supremacy over all its competitors.

1909 showed advertising gains over 1908 of 18%.

For the same period, circulation showed gains of 23%.

Beginning its 56th year of success with a guaranteed circulation of

56,000

The "Abendschule" goes into the homes of as many thrifty German families in the rich agricultural communities of the Great Central West.

You, as a shrewd advertiser, cannot afford to make up your list for 1910 without including it—you won't if you get the facts in the case before you spend your appropriation. You can reach these 56,000 German homes only through the "Abendschule," and at the low rate of

20 CENTS A LINE FLAT

Write to-day for sample copies, rate cards, circulation distribution, date of Special Numbers, and valuable information you should have whether you use the "Abendschule" now or later—you will need it.

LOUIS LANGE PUBLISHING COMPANY

ST. LOUIS, MO.

care and courtesy to the representatives of the press would save them all unpleasantness in this direction.

"It would be a good thing for ministers to go to school and learn how to advertise. Make your church service cheerful and then, through the newspapers, let the people know what you have accomplished."

It is interesting to observe what is being done in this direction. A book has already been written giving instructions on the subject of

Methodist Episcopal Church

At this season of the year when good resolutions are being made, it is fitting that we consider our responsibility to the Church and seriously ponder the thought of more regular attendance during 1910.

All agree that the Church is the greatest factor for the up-building of the moral tone of any community, the greatest power for the enforcement of law and order, and finally the magnet that draws men and women to a better life and the fuller enjoyment of what it holds for each of us. To those not affiliated with any other Church we extend a most cordial invitation to worship with us. You will be sure of a welcome.

Program for Sunday, January 9, 1910:

10:00 Address by Miss Jennie Hughes, of China.

Miss Hughes was one of the speakers at the great Students Volunteer Convention in Rochester, last week.

1:00 Sermon by Rev. Mr. Kelley, "Is God a Person."

Thrust of the script of scripture on the "Great Questions."

Come, bring some one with you

SPECIAL MEETINGS

FOR WOMEN ALL NEXT WEEK

HOW ONE CHURCH ADVERTISED.

church publicity and many individual efforts have been made.

Schuyler C. Wells, president of S. C. Wells & Co., makers of Shilo's Family Remedies, writes PRINTERS' INK as follows:

S. C. WELLS & Co.

LE ROY, N. Y., Jan. 6, 1910.

Editor of PRINTERS' INK:

Why not a series of articles, or better still, a series of imaginary advertisements, touching on church services. There is little question in my mind but that churches will advertise in increasing numbers as the times go on. We have started a local campaign here, running five-inch double column advertisements. The first of the series I beg to enclose herewith, which I am sorry to say was not gotten up typographically as one would wish it. However, it conveys the idea along which we are working.

I have read PRINTERS' INK for a good many years with much interest and a good deal of profit, and I submit the idea for your consideration, believing that the carrying out of the above suggestion would prove not only profitable to the churches in the country but to the publishers as well.

S. C. WELLS.

The Story of St. Louis

told in plain figures. No other paper in the West has made such phenomenal gains as

The St. Louis Times

FOUR MONTHS OF RECORD-BREAKING GAINS

Gains of THE ST. LOUIS TIMES in PAID Advertising Breaks Records in September, October, November and December.

SEPT. OCT. NOV. DEC.

Gain Loss Gain Loss Gain Loss Gain Loss

Colo. Colo. Colo. Colo. Colo. Colo. Colo. Colo.

The Times - 378 ... 378 ... 463 ... 411 ...

Post-Dispatch - 326 ... 18 ... 284 ... 201 ...

Star-Chronicle - 200 ... 116 ... 233 ... 205 ...

Globe-Democrat - 197 ... 38 ... 203 ... 139 ...

Republic - 12 ... 12 ... 28 104 ... 96 ...

Total Gain in PAID Advertising of THE TIMES for Four Months 1627 FULL COLUMNS

THE TIMES IS THE FASTEST GROWING NEWSPAPER IN THE WORLD!

In Classified Advertising The Times Gained More Than All Combined.

During the last six Months The St. Louis Times Gained 762.53 Columns, or Gained 223,759 Lines of Want Advertising over the corresponding months of last year.

A Greater Gain Than the Combined Gains of all Other St. Louis Newspapers.

One of the largest and most skillful advertisers of St. Louis says that "The TIMES reaches the people who buy." This is the entire story in a nutshell.

THE ST. LOUIS TIMES IS THE PAPER THAT PULLS.

Wise space-buyers insist on the use of the TIMES because its large circulation is entirely home delivered and, therefore, pulls results better than any other St. Louis paper.

PAUL BLOCK, Inc.

Mgrs. of Foreign Advertising

New York Boston Chicago

MAXWELL-BRISCOE "AFTER-SHOW" PAGE NEWS-PAPER CAMPAIGN.

AUTO ADVERTISER WAITS UNTIL AUTO SHOWS CLOSE BEFORE STARTING CAMPAIGN TO AVOID THE LARGE NUMBER OF COMPETING ADS—COPY DEVOTED TO COST OF OPERATION—FULL PAGES IN LEADING DAILIES.

This year the Maxwell-Briscoe Motor Company decided that the best results could not be obtained from newspaper advertising while the automobile shows were in progress, because of the large volume of auto advertising carried during that period. Accordingly, the company waited until the close of the final show, on January 15th, and the next day (Sunday) started a campaign of full pages in the New York papers.

The first mediums used were the New York *American* and Brooklyn *Eagle*. During the next two weeks the copy will be repeated in

the *Herald*, *Times*, *World*, *Sun* and *Mail*.

It is figured that in this way the Maxwell advertising will reach about 2,000,000 people throughout Greater New York at a time when comparatively few competing ads are appearing, and when the automobile "fever" generated by the show will still run high.

The copy used in this campaign is designed to interest the man who has always believed that the cost of keeping an auto was too great for his pocketbook. One owner's experience is given showing the low cost of operating a Maxwell, the ad even going so far as to make the claim, accompanied by figures, that it is cheaper to take a family of five on a twenty-mile tour in a Maxwell than in a trolley-car.

This direct appeal to the man of moderate income is a departure from the average automobile ad, which is mostly devoted to construction talk and assertions of superiority.

The campaign in the New York papers is in the nature of a tryout. If the results are satisfactory, it is possible that the advertising will be extended to other cities in various parts of the country.



"THIS CAR CAN BE RUN 5,000 MILES A YEAR AT AN AVERAGE TOTAL COST OF \$3.98 A WEEK"

Here is the Maxwell Car that will interest thousands of auto-owners who have always complained or complained beyond their accounts because they couldn't afford to buy one, but because they have heard they couldn't afford the cost of maintaining one. It is true that the expensive "up-hold" of most automobiles has put them beyond the reach of most middle-income families. Not so with the Maxwell. Our cars have always been the most economical to run, as even Mr. Whitcomb's account here proves. Our account also has been to make automobiles the same of the people could it.

Owner's Account: "I have owned the Maxwell for over a year now and I can tell you that it is the most economical car I have ever owned. It runs like a clock and costs me very little to maintain. I have never had a breakdown and I have never had to spend a cent on repairs. It is a real money-saver."

Our Test: "We have tested the Maxwell for over a year now and we can tell you that it is the most economical car we have ever tested. It runs like a clock and costs us very little to maintain. We have never had a breakdown and we have never had to spend a cent on repairs. It is a real money-saver."

Note: "The Maxwell is a car that is built to last. It is made of the best materials and is built to withstand the most severe conditions. It is a car that is built to give you the most service for the least money."

MAXWELL-BRISCOE MOTOR CO. 100 N. 10TH ST. PHILADELPHIA, PA.

Owner's Account: "I have owned the Maxwell for over a year now and I can tell you that it is the most economical car I have ever owned. It runs like a clock and costs me very little to maintain. I have never had a breakdown and I have never had to spend a cent on repairs. It is a real money-saver."

Our Test: "We have tested the Maxwell for over a year now and we can tell you that it is the most economical car we have ever tested. It runs like a clock and costs us very little to maintain. We have never had a breakdown and we have never had to spend a cent on repairs. It is a real money-saver."

Note: "The Maxwell is a car that is built to last. It is made of the best materials and is built to withstand the most severe conditions. It is a car that is built to give you the most service for the least money."

MAXWELL-BRISCOE MOTOR CO. 100 N. 10TH ST. PHILADELPHIA, PA.

A MAIL-ORDER PROTECTIVE ASSOCIATION.

A protective association to mail-order concerns has been started in Chicago by former Government officials who have been connected with the Post-office Department and the Department of Justice and who will turn the experience they have received into advice for laymen. The head of the new company, the Federal Guide Association, is W. M. Ketcham, and associated with him are James E. Bennett and C. E. Llewellyn and Attorneys Thomas Milchrist and Fletcher Dobyns. Ketcham, Bennett and Llewellyn have been post-office inspectors and resigned. Milchrist is a former district attorney, and Dobyns is a former assistant.

INDEPENDENT PROGRESSIVE TRUSTWORTHY FEARLESS

LOS ANGELES TIMES

TEN YEARS' PROGRESS

Ten Years' Circulation

LARGEST DAILY AND SUNDAY NEWSPAPER PUBLISHED IN CALIFORNIA

The Most Widely-Circulated Journal in Los Angeles and the Great Southwest.

The circulation field of THE TIMES comprises Los Angeles and all Southern California, the great San Joaquin Valley, Nevada, Arizona, New Mexico, and the northernmost regions of Old Mexico. Year by year a steady gain has been recorded in the number of actual paid subscribers. The sworn daily circulation averages for each year since 1900 have been:

1900.....	27,792	copies
1901.....	28,777	copies
1902.....	31,250	copies
1903.....	36,657	copies
1904.....	37,702	copies
1905.....	43,150	copies
1906.....	50,458	copies
1907.....	52,525	copies
1908.....	63,804	copies
1909.....	64,957	copies

Quality, as well as quantity, counts in newspaper circulation, and in this regard it is admitted to be a fact that THE TIMES far outstrips any other publication in this region.

The average daily circulation gain of The Times for December, 1909, over the same month of 1908 was 3,660 copies. And it is still gaining!

Ten Years' Advertising

During 1909 THE TIMES has shown a remarkable gain in the amount of paid matter printed over that of the previous year. Actual measurement shows the total to have been within a fraction of 54,295 columns, which is an increase of 6,185 columns over 1908.

In fact, month in and month out, year after year, THE TIMES leads all competitors in its field in volume of advertising printed and in the number of bona-fide subscribers. More than that, it prints more paid matter than any other newspaper in America.

Following is a tabulated statement of the amount of advertising published by THE TIMES for each year since 1900:

1900....	21,913	columns
1901....	22,276	columns
1902....	30,169	columns
1903....	35,151	columns
1904....	36,604	columns
1905....	47,512	columns
1906....	55,256	columns
1907....	57,343	columns
1908....	48,110	columns
1909....	54,295	columns

THE LOS ANGELES TIMES is a full-sized man's newspaper, in every sense that the term implies.

The average daily circulation gain of The Times for December, 1909, over the same month of 1908 was 3,660 copies. And it is still gaining!

THE TIMES receives and publishes daily, besides the full news service of the Associated Press, scores of exclusive dispatches from special correspondents in different parts of the globe. The reader gets this complete news nowhere else. The week-day paper runs in size from 20 to 32 pages.

THE SUNDAY TIMES, with its eight parts aggregating from 124 to 140 pages, is a surpassing modern metropolitan daily newspaper. Besides containing all the news of the world, special features are made of colored comics, a sporting sheet, a cream sheet with society, theatrical and art news, and an incomparable 32-page illustrated Magazine, with stories of fiction, articles on travel and adventure, cartoons, and full-page illustrations of beautiful Southern California scenes.

The stand of THE TIMES on the question of Industrial Liberty has brought it undeniable fame. It believes in absolute freedom in the industries—in the right of every man to follow, undisturbed, any lawful occupation of his choice in a lawful way, and to be protected by law and by his neighbors in that right.

The Times-Mirror Company

Publishers Los Angeles Times

Times Building, Los Angeles, California

HARRISON GRAY OTIS, President and General Manager

A PLEA FOR NET CIRCULATION.

CHICAGO, Dec. 30, 1909.

Editor of PRINTERS' INK:

This seems to be the age of advertising prosperity. 1910 will be a banner year as far as all present indications show. Some "wise" advertising managers will take advantage of this coming prosperity by raising their rates, which in many cases will be taken as a matter of course by a good many advertisers, but let the so-called advertising managers bear in mind that all national advertisers do not "fall" for a raise in rates without a cause.

The circular which comes to my desk headed "All Aboard," saying that a certain fleet will make over 35,000 ports during February more than last year and are going to sail promptly at noon on January 3rd. It does not say how many ports it reached last year. Maybe it did not reach any outside of the copy the advertising manager got and a few others.

This circular also says that they have increased over 85,000 subscribers in the past three months. Every wise advertiser knows that the latter part of the year is when the subscriptions come in, if they are coming in at all, but this circular does not state the number of subscriptions this great fleet has. It says that the edition of the February issue will be 315,000.

This all leads one to the question, "How much of the circulation of the different magazines really circulates?" How much of the gross circulation is net? An advertiser doesn't care what the edition is. What he wants is net circulation. Something that reaches the people.

I have in mind a publication that a year ago advertised "Our guarantee is so much and we are exceeding this guarantee by over 50,000 a month, which is virtually giving the advertiser so much for nothing." When it came to a show-down this publication was not only failing to give the advertiser this 50,000, but was not even giving him the guaranteed circulation in net copies. The guaranteed circulation was gross and about 15 per cent of it went back to the mill. Advertisers should insist on the publications giving sworn statements of their net circulation and also a statement of their net paid circulation. Then the advertiser would know what he was buying. Most advertisers, especially in the automobile line, are going crazy this year over seeing their name in print, and it will be an easy matter for the magazines to get their share of the business, but a time is coming which will mean the survival of the fittest and the word "edition" will not go with the advertisers who know. Net circulation is what the advertiser wants and what he should get, and returned copies are worth nothing to him.

H. A. MILLARD.

Otto T. Bannard, former Republican candidate for Mayor of New York, is to head a \$5,000,000 corporation to perpetuate the name of Robert Hoe in the printing press business.



for the 52 weeks of 1909 issued 11,761,276 complete copies.

A WEEKLY AVERAGE OF 226,178 copies

An insignificant number of them go into large cities. Over 12,000 of the smaller cities, towns and villages of the country are supplied. All are delivered by GRIT'S own carriers and boy agents at a uniform price of five cents a copy.

There are no dead copies lying around in unopened wrappers. It is a plain case of "no paper, no nickel—no nickel, no paper."

That average circulation tells the story. Average means average. Some weeks, during the seasons of the year when people read most, the circulation was greater; at other periods, it was below the average figure.

Following its practice of a quarter of a century, GRIT is now distributing among advertisers and advertising agencies, a sworn detailed circulation statement showing the exact number of copies issued each week throughout the year 1909. If you have not already received one, ask us for it.

And then roll this one thought over in your mind: *What a tremendous power over a quarter of a million copies of a home-read publication, distributed among the small towns of the country, must be. It is. Are you making the most of it?*

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

The Globe

TORONTO, CANADA

A RECORD MONTH IN A RECORD YEAR

During the past year, THE GLOBE made great strides in every department of its business. Public appreciation of a fair and fearless newspaper has never been shown in a more remarkable manner. Its circulation is over 4,000 a day greater than in December, 1908—over 55,000 at present.

IN ADVERTISING

the record for 1909 is the best in THE GLOBE'S history of sixty-five years, the month of December being the biggest month in the year. The figures prove that where Quality and Quantity of circulation are combined in so remarkable a degree, as in THE GLOBE, the highest results are secured to the advertiser. Here is

THE RECORD

	1908. Columns.	1909. Columns.	Increase. Columns.
January	1,081	1,175	94
February	1,180	1,199	19
March	1,091	1,284	193
April	1,104	1,331	227
May	1,105	1,405	300
June	1,209	1,428	219
July	1,042	1,323	281
August	1,047	1,215	168
September	1,104	1,372	268
October	1,213	1,428	215
November	1,185	1,520	335
December	1,269	1,537	268
	13,630	16,217	2,587

Toronto, January 1st, 1910.

¶ This organization is successfully handling the advertising of one hundred twenty-seven of this country's leading advertisers.

¶ In proof of which we submit the following:

"We want to thank you for the effort that you are making in our behalf; this is the kind of service that an advertiser appreciates.

"I wish to thank you personally for what you are doing for the Hartman Furniture & Carpet Company. It is really a case of delivering fifty per cent more than you promised. Most agencies make extravagant promises, which sound good, but when it comes to performances—we have had experiences with three large advertising companies—they usually fall short; while you have done more than you promised.

"In all the years we have been advertising, we have never been able to secure the positions you have received for us, nor the co-operation and real help you have so ably extended us.

Yours very truly,
HARTMAN FURNITURE & CARPET CO.
By L. K. Cornel, Adv. Mgr."

¶ We shall be pleased to furnish equally strong testimony from any or all of the other one hundred twenty-six.

¶ Any advertiser, present or prospective, is invited to communicate with us if a campaign of true-worth advertising is under consideration.

LEVEN-NICHOLS Advertising Company

BEN LEVEN, President

CHICAGO
Majestic Bldg.

NEW YORK
Night and Day
Bank Bldg.

Mr. James F. Ryan Withdraws from Lord & Thomas to Join Long-Critchfield Corporation

WE ANNOUNCE that Mr. James F. Ryan has acquired an interest in this Corporation of which he has been elected an officer.

Mr. Ryan's reputation makes it unnecessary for us to emphasize his marked ability as an advertising counsellor and executive. Our clients—old and new—will recognize the value of his judgment and service.

Mr. Ryan has for twenty-four years been identified in a prominent way with safe, sane and conservative advertising—having developed from their inception to sound and lasting success, some of the largest national accounts.

He has been for many years with Lord & Thomas, where the admirable quality of his work and the way in which he has guarded his clients' interests, have made him one of the best-known and most highly respected advertising men.

Mr. Ryan's principles—his working methods—are peculiarly in accordance with the well-known Long-Critchfield creed of a square-deal-for-the-advertiser, and no service too good for him.

We believe we can truthfully say that within the last three years the Long-Critchfield Corporation has grown more rapidly, accomplished more real successes—made more money for its clients—than any other Agency in America. And certainly a splendid beginning for its new year of advancement is the welcoming into its official family of so big and good an advertising man as James F. Ryan.

Long-Critchfield
Corporation

Corn Exchange Bank Building
Chicago

Ford Building
Detroit

Flat Iron Building
New York

Over a thousand columns a week—

(1,012½ to be exact)

was

The Kansas City Star's

advertising business in 1909.
The total was 52,651 columns.

The year 1908 has shown an enormous increase over 1907, but

the total for 1909 was more than 7,000 columns greater than for 1908.

Nearly three pages a day increase! That is far-and-away the greatest increase in advertising ever shown in one year by an established newspaper. Probably no other newspaper ever showed half so great an addition.

There is only one reason for this wonderful investment by advertisers: It pays.

In 1909 the circulation of THE KANSAS CITY STAR reached the irresistible, all-enveloping total of 154,000 twice a day—a net gain of 10,000 over 1908's average.

Washington D.C. Star

RECORD OF 1909

The largest circulation, the heaviest advertising, and the greatest gains in advertising, ever recorded in the Star's history.

	COLUMNS PAID ADVERTISING		
	1909	1908	Gain
First STAR (Evening and Sunday)	31,743	29,073	2,669
Second (Morning and Sunday)	20,233	19,311	922
Third (Evening and Sunday)	18,609	17,958	650
Fourth (Morning and Sunday)	11,300	9,323	2,056

In daily average columns the Evening Star printed each day over $27\frac{1}{2}$ columns, or nearly *four solid pages* of advertising more than its nearest contemporary.

The Evening Star printed more paid *classified* advertising than any two of its contemporaries combined.

The Sunday Star printed on each Sunday in 1909 an average of 15.93 columns, or over $2\frac{1}{4}$ pages of advertising more than on each Sunday of 1908.

Circulation of the Evening and Sunday Star

	TOTAL	DAILY AVERAGE
Circulation for 1909	13,764,661	37,610
" " 1908	13,454,872	36,762
Gain	309,789	848

Star's 1909 Circulation Largest in Its History. Gains Over Last Year in Both Evening and Sunday Issues

The Star leads in advertising because: First, it has a larger carrier delivery circulation in the homes of Washington than any other two local papers combined; because it has quality as well as quantity of circulation; because one paper in the home is worth to its advertisers a dozen on the street, and because, Second, The Sunday Star has 40 per cent more circulation in the District of Columbia than its nearest contemporary.

The Star Evening and Sunday thoroughly covers the local advertising field, reaching all classes of Washington purchasers, rich and poor alike, in their homes, on every day of the week, at an hour when they have the time and inclination to read a newspaper thoroughly.

Eastern Representative,
DAN A. CARROLL,
Tribune Building,
New York City.

Western Representative,
W. Y. PERRY,
First National Bank Bldg.,
Chicago, Ill.

do not claim that there is anything phenomenal about our method of handling our line, or in our method of advertising it, and merely claim for it that we are using the best materials that can be procured in the world, and giving honest values which we have the nerve to guarantee, and because of our confidence in the quality of our product have no fear that we will be called on very often to make that guarantee good, as we are making it good on the first sale."

If a trade-marked and advertised shoe string can succeed, is there anything that can't?

WOODMAN JOINS LESAN AGENCY.

Edwin Howard Woodman, advertising manager of the Rock Island Railroad, has resigned his position to establish, in January, a Chicago branch of the H. E. Lesan Advertising Agency, of New York. He will be the first to represent the Lesan Agency in Chicago. Mr. Woodman was the first editor of the *Sunset Magazine*.

THE value of a newspaper to general advertisers is indicated by its value to local merchants.

Here are the respective records of the three Omaha newspapers for 1909, showing the comparative amount of display advertising from Omaha merchants printed in each:

World-Herald	2,722,510 lines
Next Paper	2,701,034 "
Third Paper	2,342,438 "

The *World-Herald* carried 21,476 lines more than the next paper and 380,072 lines more than the third paper. This despite the fact that the *World-Herald* increased its rate early in the year.

**It's the WORLD-HERALD
in Omaha**

Verree & Conklin (Inc.)
Representatives
NEW YORK and CHICAGO

ADVERTISING AND THE SOUTH.

COCA-COLA ADVERTISER GIVES INTERESTING RESUME OF YEAR'S PROGRESS IN SOUTH—ALL OUTDOOR SPACE PRE-EMPTED—10,000 AUTOS TO BE BOUGHT IN 1910.

The remarkable progress of prosperity and advertising in the South is graphically and succinctly told by Mr. S. C. Dobbs, advertising manager of Coca-Cola.

"Perhaps an interesting way to put the advertising awakening of the South," says Mr. Dobbs, "is to say that practically every first-class outdoor advertising space in the entire South is pre-empted. An advertiser would have to spend a lot of money to get much more publicity than is being carried now by advertisers. This is due primarily to the quite amazing prosperity of the South, which is just beginning to be understood. The census men say that the country at large increases about 100 per cent every ten years. The South, however, has in the past ten years increased 150 per cent. Up to 1909 about 2,000 automobiles a year were bought in the South; in 1910 it is fully expected that 10,000 will be sold. One manufacturer, at the Atlanta Auto Show recently, had deposits for over \$55,000 worth of cars before the week was over.

"The South has more coal and iron than Great Britain, France, Germany and Pennsylvania altogether. The total value of Southern products in 1909 was 1,700,000. All the Southern newspapers are breaking their advertising records very completely.

"My own business, Coca-Cola, has increased \$1,125,000 last year, an increase equal to any two other years. Texas is a remarkable state and very alive to advertising, as I learned on a recent visit. In the past twelve months the people who have moved in there to buy land brought \$100,000,00 to the state."

The Lord Advertising Agency, New York, has made an assignment to Francis P. Sherwood.

The Greatest Daily in Kansas or Oklahoma

THE WICHITA MORNING AND SUNDAY EAGLE

37,000 MARK IN CIRCULATION PASSED

Never in any previous year has the Daily Eagle made such marvelous gains as during the year just closed.

Circulation sworn to by publisher and guaranteed by A. A. A. Net gain from January 1, 1909, to January 1, 1910.

WEEK DAY 9,001

SUNDAY 10,203

Note this magnificent circulation for a

50,000 City
34,626 Week Day
37,128 Sunday

In Wichita, by Carrier, Daily 9,204

" " " " Sunday 9,748

Daily average, 35,043

Economy Circulation—No premium ever used.
The fastest growing daily in the most prosperous city in the United States.

A live paper in a live town.

Minimum rate 4 cents per line.

For all information address the

EAGLE WICHITA KANSAS

OR

The S. C. BECKWITH, Special Agency

Sole Foreign Representatives

New York

Kansas City

Chicago

TWO YEARS' REMARKABLE GROWTH IN FARM AD- VERTISING.

A BIG LIST OF GENERAL ADVERTISERS WHO IN THE PAST YEAR HAVE ADDED FARM PAPERS—OLD IDEAS ABOUT FARMERS GOING FAST—
...—SOME NOTABLE SUCCESSES—THE FARM PAPERS' HOLD ON RURAL POPULATION.

By H. Wilson Ingram.

The year 1909 passes into history as the year which has shown more prosperity for the agricultural press of this country than any single year, for, while they have as a class always carried a large volume of business, no single twelve months have shown such a large volume as have the twelve months just ended.

But before I go any further into the importance of the farm press as a vehicle for advertising, I take the liberty to quote from the double-page advertisement of Orange Judd Company appearing in the *Saturday Evening Post* of December 25th:

If you judge China by the coolie laundry-man, or Italy by the immigrant "dago," you probably judge the American farmer by the pictures in comic newspapers. What error! Did you ever visit a good American farm? Probably you may be astonished to find that the new farmer knows more than you do about general business, finance, politics, religion, as well as about agriculture. Did you ever really try to get at the inside facts about the value to you of rural trade? You may not know that farmers as a class are richer than the very class to which you belong!

These words, to my mind, strike the key-note. They contain as much common sense as any reference to the farmer that I have seen made.

When I was a boy and taken to the country in the summer I was introduced to my country cousin and told that this boy had never seen a railroad train. In fact, I looked upon him as the oddest sort of a person, one that never could or would amount to much. I was told by my mother that if I watched Uncle Tom I could see him grease his boots with a tallow candle, and wash his hands and

face from an old tin basin out back of the shed. I was told that Aunt Eliza was making candles, braiding hats, knitting stockings, etc.

The farmer to-day is an entirely different proposition from that of even ten years ago. The prosperity that has been coming to him of late and the increasing activity of instruction from the farm papers has changed his entire being. To-day you will find farmers' homes with telephones in, running water, steam or furnace heat, large and airy bathrooms, good, cement cellars, concrete walks and pianos. In fact, the average farmer's home in appearance, comfort, and everything that makes contentment is far beyond the average city man's with an equal income.

To-day 40,000 rural free deliveries all over the country bring the farmer in touch with daily current events. His mail is daily delivered at his door, and he knows what is going on just the same as the city man. When the farmer has money he is a liberal buyer, knows what he wants, makes up his mind quickly and completes the transaction by paying cash.

Of late almost every periodical in the country has helped to contribute toward the success of farm papers by printing, month after month, figures regarding the farmers' prosperity and with this evidence constantly before the advertiser, agent and others interested, it's no wonder that magazine and daily paper advertisers who heretofore have turned their backs on the farm papers have at last come to consider them as extremely valuable adjuncts to their business.

SOME NOTABLE FARM ADVERTISING SUCCESSES.

During the past two years several notable successes from farm paper advertising have been made by advertisers who formerly were in magazines and would not consider farm papers. Three years ago an automobile account was an unknown thing in the farm papers. Yet during the past twelve months such concerns as the Brush Runabout, Cadillac, Chalmers-Detroit,

Ford Motor Company, Maxwell-Briscoe, Winton Motor Carriage Company, Moline Automobile Company, the Rambler Company and others have found their way into them, and most of these concerns are delighted at the returns received and the sales made directly traceable to this advertising.

The Singer Sewing Machine Company which, up to but a short time ago, was either a daily paper or a magazine account, have taken up farm papers, while I understand that the Eastman Kodak Company have been more than successful with their try-out in this class of papers. The National Lead Company has been a user of farm space for several years. Just think of a high-class proposition like the American Radiator Company going into the farm papers, yet about two years ago such convincing data was presented to them that a campaign was started and their attractive announcements are now found in several good farm papers. Again, the Sherwin-Williams Company, the paint people of Cleveland, Ohio, entered the farm papers a couple of years ago with carefully prepared copy. The National Biscuit Co. has just made yearly contracts with the representative agricultural papers.

The following list shows some of the magazine accounts that are now running in the farm papers, and I venture the assertion that this list will more than be doubled during the next year because the prosperity of to-day is not likely to be materially lessened for three or four years, during which time the tremendous activity shown by farm papers will have carried their story into the office of every general advertiser.

Gunn Furniture Company; Globe-Wernicke Company; New Home Sewing Machine Company; Singer Sewing Machine Company; X-Ray Stove Polish Company; Macbeth Lamp Chimneys; Royal Baking Powder; Dr. Price's Baking Powder; Schram Glass Jars; Old Grist Mill Coffee; Consolidated Safety Pin Company; Eddystone Prints; Gold Dust; Wyandotte Cleaner & Cleanser; Atlas Glass Jars; "Three-in-One" Sewing Machine Oil; Quaker Oats; Grape Nuts; Fiberloid Company; F. Mayer Boot & Shoe Company; National Cloak & Suit Company; President's Suspend-

Concentrate in the Middle West

In estimating the advertising value of any publication, consider:

FIRST: ITS EDITORIAL MERIT. Does it interest the class you are trying to reach?

SECOND: ITS CIRCULATION. Does it cover the territory where you have solved the problem of distribution?

THIRD: ITS ADVERTISING STANDARDS. Does it show steady rather than spasmodic growth in quantity and character of advertising carried?

The HOUSEKEEPER

(Established 1877)

Has been a recognized favorite among practical housewives for thirty-three years.

Seventy per cent. of its circulation is concentrated within a 500-mile radius of Chicago—the richest territory in the United States.

Its advertising receipts for 1909 show an increase of more than 20% over 1908 and more than 10% over any preceding year.

Each succeeding issue shows a gain both in character and quantity of advertising carried.

For additional facts, address:

FRANK L. E. GAUSS

Advertising Manager

Tribune Building, Chicago

ers; Collegian Clothes; Chicago, Milwaukee & St. Paul; Chicago & Northwestern; Rock Island-Frisco; Cotton Belt Route; Union Pacific; Seaboard Air Line; Atlantic Coast Line; Chicago & Alton; American Radiator Company; National Lead Company; Standard Paint Company; Pierce, Butler & Pierce, Furnaces; Richardson & Boynton, Furnaces; Kewanee Water Supply Company; Sherwin-Williams Company; Devoe & Reynolds Company; Hartshorn Shade Rollers; Atlas Portland Cement Company; Marlin Fire Arms Company; Victor Talking Machine Company; Edison Phonograph Company; Hopkins & Allen; Eastman Kodak Company; Harrington & Richardson Arms Company.

The following are some interesting figures showing at a glance farm conditions:

	No. farms products mil-		Value farm	
	in thousands		lions dollars	
	1910.	1900.	1910.	1900.
Alabama	250	223	120	91
Alaska	25	12	—	—
Arizona	15	6	27	6
Arkansas	215	179	143	79
California	125	73	329	131
Colorado	45	25	99	33
Connecticut ...	27	27	48	28
Delaware	10	10	12	9
Florida	46	41	31	18
Dist. Columbia.	—	—	2	—
Georgia	245	225	166	104
Hawaii	2	2	33	22
Idaho	31	17	72	18
Illinois	290	264	587	345
Indiana	245	222	286	204
Indian Territory	95	46	88	27
Iowa	244	229	621	365
Kansas	200	173	419	209
Kentucky	245	235	209	123
Louisiana	135	116	123	73
Maine	60	59	66	37
Maryland	53	46	65	43
Massachusetts .	40	38	84	42
Michigan	225	203	293	143
Minnesota	200	155	386	161
Mississippi	230	221	174	103
Missouri	325	285	482	219
Montana	30	13	114	28
Nebraska	150	123	390	162
Nevada	5	2	33	6
New Hampshire	30	29	39	21
New Jersey	33	35	87	43
New Mexico....	30	12	50	10
New York	240	227	441	245
North Carolina.	245	225	151	89
North Dakota..	75	45	193	64
South Dakota..	85	53	178	66
Ohio	300	277	488	257
Oklahoma	95	62	159	45
Oregon	75	36	114	38
Pennsylvania ..	240	224	431	287
Rhode Island..	5	5	11	6
South Carolina.	165	155	116	68
Tennessee	235	225	169	106
Texas	435	352	623	239
Utah	35	19	54	16
Vermont	32	33	60	33
Virginia	175	168	138	86
Washington	66	33	104	34
West Virginia.	105	93	89	44
Wisconsin	195	170	314	157
Wyoming	20	6	35	11

The farmer doesn't take the farm paper just to read some story

or to see a pretty illustration. Take any technical article found in any of the better class of farm papers and examine it without prejudice and it will be found to be written with the same appeal to the average intelligence as any article in a manufacturer's, merchant's or banker's technical magazine. Both the weekly, monthly and semi-monthly farm papers contain the news of the world and seasonable facts about the business of farming. The market reports are up to date and accurate. The reports of copy indications and conditions are tabulated by statistical experts who are on the ground and are thus dependable. In this connection, B. W. Snow, who is the statistical directory of the Orange Judd Company, is said to turn out crop reports each season far more dependable than those presented by the United States Government itself, and it was Mr. Snow's article headed: "Nature Smiles for Farmers this Year," which was so broadly and widely copied this fall.

Papers like *Farm and Home*, *Farm Journal*, *Breeder's Gazette*, *Orange Judd Farmer*, *National Stockman and Farmer*, *Wisconsin Agriculturist*, *Pierce Publications*, *American Agriculturist*, *New England Homestead*, *Rural New Yorker*, *St. Paul Farmer* and others are high types of farm papers and with reliable business management, honest circulation, fair rates, carefully censored advertising columns they present remarkable possibilities for certain lines of advertising not now in them.

Charles F. Southard was the first to lecture in the series conducted by the Business Men's Advertising Conference at the Ninth Street Y. M. C. A. Building in Brooklyn. These lectures, to be delivered in various parts of Brooklyn over a course of twelve weeks, are designed to awaken interest in newspaper advertising. Mr. Southard's next lecture, at the same place, will contrast newspaper and other forms of advertising such as letters, billboards, postal cards, etc.

The Crystal Gelatine Company is to spend about \$25,000 during this year through the Franklin P. Shumway Company, largely in Southern weeklies.

The Impulse of an Increasing Income

Prosperity is a matter of comparison.

One man is "hard up" on the same income which makes another "flush."

It all depends on whether the financial tide is falling or rising. A man is prosperous when this year's earnings are greater than any previous year.

And, there is no buying impulse equal to an increasing income.

* * *

"Keep your money on a 'comer' till he loses," says a sporting proverb.

Many a business has been made competition-proof by sticking close to a class from the first rising of its star.

The farmer now offers that opportunity. For ten years he has felt the impulse of an increasing income.

First he paid off his mortgage. Then he renewed his farm tools, still further increasing his capacity to earn.

And now, with an income over \$200.00 larger than the average for the United States, with no rent, carfares, lunches, etc., to pay, he is buying every class of goods freely from canned soups to automobiles.

* * *

Moreover, the farmer has as yet few prejudices for special

brands. He has outgrown the "unknowns" handed out by the storekeeper and is seeking your quality of goods.

The first manufacturer in each class who offers good values and through standard farm paper advertising, thoroughly educates the farmers to the value of his wares will find he has made not merely a customer *but an advocate*.

The farmer has a way of advertising his pleasure in a satisfactory purchase. Having made your goods his standard of comparison, he proceeds to use your advertised arguments in convincing his friends.

This is one of the reasons for the exceptional results, both direct and through the dealer, which have given the following papers the title of

"Farm Papers of Known Value"

Hoard's Dairyman
Wallace's Farmer
The Kansas Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Home and Farm, Louisville
The Dakota Farmer, Aberdeen
The Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
The Breeder's Gazette

* * *

These papers are finding new markets for manufacturers of sewing machines, cameras, talking machines, watches, telephones, dress goods, women's skirts, men's clothing and a dozen and one other lines.

A line to us will bring you some mighty interesting information.

Standard Farm Papers

ARE

Farm Papers of Known Value

GEO. W. HERBERT,
Special Representative,
First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, Inc.
Eastern Representatives,
41 Park Row, New York.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

RAPID PROGRESS IN 1909 AGAINST NEW ENGLAND ADVERTISING CON- SERVATISM.

SOME VERY NOTABLE NEW ACCOUNTS
BEGUN LAST YEAR—OTHERS TO
BECOME GENERAL ADVERTISERS
THIS YEAR—VIEWS OF LEADING
AGENTS ON OUTLOOK FOR 1910—
NEWSPAPERS MAKE BIG GAINS.

The old line conservatism of New England is fast disappearing, and that word in its old sense cannot be applied to New England's enterprises to-day.

There is a spirit of co-operation which is daily growing stronger among all classes of business men, especially noticeable in the advertising profession. This spirit is fostered by the strong Boards of Trade, Chambers of Commerce, advertising associations, and by the newspapers and various other publications themselves.

Nineteen-nine proved a great advertising year in New England. The Boston papers report the greatest amount of advertising carried in history, both locally and from the foreign field. The press of other New England cities have been equally successful. One large Worcester (Mass.) paper reports a thirty per cent increase in advertising patronage.

Practically all of the magazines and general publications have increased their New England business to a very large extent. One of the leading publications of national circulation shows a New England increase of forty-two per cent.

Workers in other forms of publicity, billboards, street cars, etc., have fared equally as well.

The writer, a few days ago, riding in the New York subway, noticed eight or ten cards in his particular corner of the car. Of these, six were exploiting New England products—not much conservatism there!

The past year has seen practically all the old New England advertisers back in the field, many with increased appropriations.

There have been no advertising failures; no quitters; while there has been an imposing array of new advertisers—large concerns who have been educated to the use of printers' ink in national campaigns.

Among these are notably the American Telephone & Telegraph Company, starting off with an appropriation of over \$300,000; the Clinton Wire Cloth Company, with a capital of \$3,000,000, who have heretofore confined the announcements of their tremendous business to trade papers; the Walker & Pratt Company, who have exploited their Crawford ranges in local newspapers, will soon have page announcements appearing in a large list of national mediums of world-wide circulations; the Pacific Mills, one of the largest textile manufacturers of the world; the United Drug Company, always large newspaper advertisers, have in addition spent \$25,000 on Rexall Hair Tonic alone in other mediums, and in 1910 their expenditures in these mediums will greatly exceed this; the Polarized Fabrics Company, of Taunton, advertising in general mediums for the first time last year, added 20,000 customers to their list; the Massachusetts Chemical Company, by their initial advertising campaign, in a few months obtained a national distribution for the Walpole Fusible Core Hot Water Bottle, and have a greatly increased appropriation for 1910; the M. D. Whittall Company, of Worcester, the largest rug and carpet manufacturers of the world; the B. F. Sturtevant Company, and many other old established concerns.

The importance and development of the New England field is demonstrated by the fact that in the past year at least twelve more national publications have secured local representatives, and two additional New York general agencies have opened Boston offices.

Agents, solicitors, publishers and manufacturers turn optimistically to the coming twelve months with the feeling that New England advertising is to be conducted on a

higher and better plane, and that the volume of business will be increased to a very great extent.

That this feeling is strong among the advertising agencies is shown by interviews with many of the leading Boston agents. F. P. Shumway, president of the F. P. Shumway Company, says: "The outlook for business with us was never so good in our thirty-four years' experience. Our old customers have all renewed their contracts, and we have recently booked three large contracts from conservative, high credit New England manufacturers who appreciate that they inform the consumer of the merits of their goods if they desire to largely increase their sales. Among our customers who will aggressively advertise during 1910 are: Pacific Mills, Hamilton Manufacturing Company, Ames Shovel & Tool Company, American Hide & Leather Company, American Agricultural Chemical Company, Wm. Carter Company, Hewes & Potter, Bowker Insecticide Company, Cooper Manufacturing Company, Cobb, Bates & Yerxa Company, Crystal Gelatine Company, and many others."

M. V. Putnam, of Wood, Putnam & Wood, speaks enthusiastically of the New England situation: "The past year has shown a good, strong, healthy increase in business over the year previous. We do not believe in talking too much about our business, but the outlook is very bright, and we have great hopes of the coming year."

P. F. O'Keefe, of the O'Keefe Advertising Agency, says: "The year 1909 was a most successful year with us. The results from the advertising placed by this agency have warranted an increase of appropriations from many of our clients for the coming year. In addition, we have several new accounts about to be started in national campaigns, so that the outlook in our agency for 1910 is extremely bright."

H. B. Humphrey, president of the H. B. Humphrey Company, says: "I believe that 1910 will be the greatest year ever known in

the history of good advertising in New England. The new year was ushered in with a vim, and finds almost every good factor at work toward one common end—the up-building of business that will not only redound credit to each one but to all engaged in advertising."

Mr. Perry Walton, of the Walton Advertising & Printing Company: "During the past year we have succeeded in developing the following new national accounts, the campaigns of which will be considerably increased during the coming year.

"A year ago the Worcester Slipper Company; Firfelt Slippers, had only a trade-mark on their goods. To-day they have succeeded by national advertising in establishing their goods all over America, and have put on no fewer than 500 dealers during the past four months.

"Last spring Wadsworth, Howland & Co. were started with a concrete paint—Bay State Brick and Cement Coating. They used large space in but three mediums. Their market has rapidly extended and the coming year they will go into a general line of mediums not only with their Bay State Brick and Cement Coating, but with their general line of paints.

"Another account which has been developed largely through farm papers and men's weeklies, is W. W. Brown's Beach Jacket, of Worcester. A general demand has been created for this line of goods, and the campaign will now be carried on larger lines than was originally planned.

"The Boston Sculpture Company was also brought into the field of national advertising during the past year with their "Lonely Baby." Other accounts that we have developed during the past year are Cestus Bread Company, Geo. Close Confectionery Company, A. W. Greeley, Cushion Sole Shoes Engel-Cone Ventilated Shoes, L. Haberstroh & Sons.

"Among the financial advertisers we have opened up are Lee, Higginson & Co. and Adams & Co."

Business for textile advertising appears excellent.

The big fellows use it because it pulls.
 The little fellows use it because they
 can't do without it.
 That's why every issue of the

Welcome Guest

PORTLAND, ME.

Is "jammed" full of copy from the shrewdest mail order space buyers in the country. Proof? Any issue!!

The reason why the Welcome Guest is so generously patronized and why it stands so high on the advertisers' result sheet is the same reason that any good proposition succeeds—because it "delivers the goods."

The Welcome Guest spends and always has spent a good deal of money on editorial matter—in producing the kind of a paper that its clientele wants—the way its subscription list grows and advertisers in its columns receive results shows that it fills a demand.

When you make up your next advertising list put the Welcome Guest on—in the meantime let us send you a copy and some definite data and other proof that will interest you.

Circulation 500,000 Rate \$2.00

WELCOME GUEST

(Established 1889)

Portland, Me.

Western Office:
 Boyce Building, Chicago

New York Office:
 6017 Metropolitan Building

Boston Office:
 24 Milk Street

WHY EVERY SALESMAN SHOULD BE A WRITER, AND HOW.

THE VITAL BUSINESS KNOWLEDGE
POSSESSED BY SALESMEN—HOW IT
MIGHT BE USED TO GOOD ADVERTISING
ADVANTAGE—GREAT MEN'S
ABILITY TO WRITE.

By James H. Collins.

The one calling I know anything about is writing.

This was definitely selected, about ten years ago, as the thing I wanted to do, and I have nursed it through its baby troubles, and refused to leave it on a doorstep when something more attractive appeared for the moment, and like any other calling clung to with a little faith and a good deal of love and a very great deal of hard work, it has developed like a baby, or a business, and paid returns on the investment, as well-brought-up babies and businesses do.

Business men seem to like what I write, and to get fresh viewpoints from it, and sometimes ask if I have not had wide experience in many lines—have I not sold goods or come in contact with mill-folks, or at least swept out a bank? And the reply is, uniformly, that I have had no practical experience of business whatever. Some time ago a sales-manager in the supply trade was keenly disappointed to learn that I had never sold supplies on the road. Something in one of my articles had led him to infer that I had, and to think kindly of me as one who had experienced all the sweet as well as the bitter in his particular line, and then got into something better—or worse.

"You mustn't jar people in that way," advised a friend who sells bonds. "When they ask such questions, just look wise, and answer, 'Well, the less said about the days when I was in the supply trade, the better.' See? Admit

that you were in it for a little while, and got out because you didn't want to force all the other manufacturers into bankruptcy. Use a little tact."

Now, as a matter of truth, it is my business to tell things about business—things done by other men. Telling, or writing, is my trade, and a very distinct one. There is a wide field for the teller in our American business life. The man who does the thing well can by no means tell it well. So long as I am permitted to tell of things I am willing to let abler men do them.

One of the first essentials in a trade like this, of course, is raw material—something to write about. For several years I interviewed business men in many industries, writing news accounts of what they told me. Presently men began to stand out here and there, and it became evident that while one man who handles supplies never has anything happen to him, and cannot tell about it, there is another type of man to whom something interesting happens every hour, and he loves to tell about it. He has definite mental processes that lead him to find out what is going on. He puts two and two together, and draws conclusions, and works up contrasts and high-lights, and turns everything into a striking story that will take hold of anybody he tells it to, even the man to whom nothing ever happens, and create belief and enthusiasm.

Soon it was clear that I needed contact with all men of this sort to be found. To-day I know dozens of them. Some are factory superintendents, others engineers, others purchasing agents, collection attorneys, and so on. But the first ones that I ever got hold of were salesmen, and to-day salesmen are two to one among these friends.

It took but little study to see how closely the teller and the seller are related to each other in their mental processes. A good salesman thinks much like a good writer. The average salesman, indeed, far excels the average journalist in his grasp of facts and breadth of view. At the point

NOTE.—This article is reprinted from the Christmas magazine of the Worcester Commercial Association, an annual published for it and sold by Herbert L. Adams, of the Massachusetts Corset Company, Worcester, to aid the benefit fund.

THE HOUSE BEAUTIFUL

**Increase in Volume of Advertising
for 1909 14.8%**

AN advertising value, based on definite and profitable returns, is the most tangible thing today in advertising. It is the safest guide for those contemplating an advertising investment. The following report from The Davey Tree Expert Company, Kent, Ohio, is interesting evidence:

"We decided to take the back page of your August issue on faith. Our faith was justified. I have not time at this writing to go into the details of the matter, but I am pleased to say that this color page produced, directly and indirectly, between four and five thousand dollars' worth of business, in addition to the very active prospects which should materialize in the near future. We may want a color page for your March issue. Please let me know what you can do for us in this matter."

That The House Beautiful is an ideal medium for advertisers who desire to reach home owners and prospective builders, no one will deny, for it is perfectly obvious that our readers must be interested in the subjects we discuss.

That it is also an ideal medium for advertisers to reach the better class of citizens, whether the advertised article pertains to the home or not, has been demonstrated in a great many instances. I shall be glad to cite others as interesting as the one quoted above to anyone wishing facts.

Rate: 50c Per Line Flat. 441 Lines to the Page

Interesting reading matter runs through advertising pages

**246 Michigan Ave.
CHICAGO**

**PAUL W. MINNICK
Advertising Manager**

WALTER C. KIMBALL, Inc.
Eastern Representatives

1 Madison Avenue, New York.

6 Beacon Street, Boston.

where a writer begins putting his arguments on paper, however, the salesman uses them to convince men and women. He seldom writes what he has thought, and so I have found my field very largely in writing what he and other business men think, and believe, and feel, and would like to write themselves.

HOW A SALESMAN'S WRITING MIGHT BE USED.

As the salesman has meant so much to me in my work, it is only fair that I should give him something in return, if I can, helping him carry his gifts further by putting himself on paper. What form his writing ought to take may be left to himself. He may send vigorous personal letters to his customers. He may write advertising, which is nowadays reaching out for the salesman in so many fields. He may even write general magazine articles, for the way in which he popularizes commodities and makes a proposition vital to the man in the street is strikingly like the methods used by a writer in interesting an audience of several million people. If I can point out to him a path of development he will not lack energy to follow it if there seems to be value there for him, nor be at a loss to know what to do with facility, once acquired.

Writing is a fearfully self-conscious business at the outset. The beginner has feelings akin to stage-fright when he reflects that what he is putting on paper is to be read by others—maybe. If he is a college man, he has been impressed with the need for following masters, and probably taken a course in the noble art of writing without having anything to say. Hundreds of books tell him how to do it, and what to avoid. Grammar worries him profoundly.

The only way in this world to overcome these early difficulties is to write, write, write. The present scribe knows only one fact in grammar, namely, that a noun is a name, and this has never been of the slightest use to him. For months he wrote like Stevenson, Carlyle, Emerson and other safe

masters, until the pressure of writing several hundred thousand words a year for a living left no time for that nonsense. As soon as it was possible to forget writing, grammar and style, then it was possible to think, and to be chiefly concerned with getting views before readers forcefully, even if they couldn't be parsed. As with an actor or after-dinner speaker, when the whole soul is directed to getting right at the audience, and warming it up, then one cares not whether his dress-tie is crooked, and his knees tremble nevermore.

The salesman has one prime advantage over the professional writer at the outset—he is already a thinker, and has something to say.

GREAT MEN AND THEIR ABILITY TO WRITE.

Last spring, when Lincoln's centenary was observed, critics speculated as to how our great War President learned to write his strong, clear English. That a rail-splitter should have been a master of prose was regarded as mysterious. But Lincoln was a thinker, debater, trial lawyer. If ever a man made his way on convictions, it was he, and those convictions he literally *sold*, in the broad sense, to juries, campaign audiences, voters and finally the whole American people. The one mystery is his pure English, and that he doubtless got from the Bible, and by being born before the days of the deadly college course in literature.

Napoleon was another master of the same type. His general orders to the French army are the sort of stuff that, in another form to-day, make a man reach down for his pocket-book.

The salesman, therefore, has certain of the arts of writing already developed, and his chief problem is to learn to adapt them to a different audience and a different medium.

Let us assume that it would be advisable for him to send a good genial form letter to his personal trade, and indicate some of the points to be followed in writing it.

The salesman's audience is usually one person. He has that per-

son right there to play upon, and can shape his argument accordingly. If the audience has a weak point, or a strong one, that may be the place to strike.

When the salesman puts his selling arguments into a form letter, they must be broadened and diversified a bit. Let him begin by thinking of three or four people he sells to regularly, and considering their cardinal vices or virtues. To Skinner, he sells because Skinner is greedy, and likes profit. There must be a line or two in the form letter shot right straight at Skinner's greed. To Merriman, on the other hand, he sells because Merriman is proud of his carriage trade, and so there must be two or three lines of definite carriage trade appeal. And so forth.

This may seem to open up prospects of a pretty long letter, if one must make a personal appeal to all the different varieties of customers. But when one's customers are well analyzed it will be found that there are not so many varieties. The young doctor just entering practice writes prescriptions a foot long. But the old practitioner gets through the year and treats everybody with not more than a dozen specifics.

Now, when a letter is built on such a skeleton, Skinner is not only interested in what you say to him, but that gives him confidence in what you say to Merriman and others, and the reverse. All of us look at written and printed matter to find some assurance, however slight, that the fellow who is talking knows a little about us personally. If he can put his finger on our pet vice or virtue, we willingly take his word for other matters.

GETTING THE CUSTOMER'S SYMPATHY.

The first operation in approaching a customer in the flesh is to link him to us by some direct bond of sympathy. Every capable salesman knows how to do this, and has doubtless been surprised very often to see how strong a bond may be made of a slight bit of tact, such as telling Skinner he looks well, or assuring Merriman that his store ought to be in the swell

shopping district of New York instead of there in Centerville.

It is the simplest thing in the world to put these little bits of tact into form letters.

Not long ago a life insurance man sold me a policy through two letters. First he wrote and stated that he had something extra special to lay before a few of his friends, which is an appeal hard to withstand. When I asked for particulars, he replied congratulating me on being one of the sensible fellows. The mechanism was as clear to me as the movement of a skeleton watch, yet it worked just as certainly.

Another instance where a touch of warmth was infused into a cheap form letter came to my notice several years ago. A building and loan society to which I belong sends interest checks twice a year to members, with a form letter. This letter was palpably printed on a printing press, and would have deceived nobody. But down in one corner a few words were written in blue pencil. "I trust that you and yours are well, and wish you a prosperous New Year." It was signed with the initials of an officer who is known personally to many members. I was touched by the thought that this officer had hunted out my form letter from several thousand others and written me this kindly greeting. Next day I went into the society's offices to tell him so. And there, on a counter with other printed matter, were the remnants of those form letters, and they all had this same blue-penciled greeting, for it was printed on! I shook hands with him anyway. The odd thing about such touches is that there is a good deal of personal feeling left in them even when you can stand apart and see the wheels go round.

One of the first copy-book maxims to be ignored and forgotten in writing is that old fraud about being brief. Be interesting instead, and readers will follow you through anything. Put enough vital points into a letter, and it may run to four pages. The man who gets it will put it in his pocket to read on the train, where the brief letter goes into the wastebasket.

There cannot be too much of any good thing.

But by all means be *little*, which is another matter entirely.

The ordinary business letter-sheet is awkward in form, length of line, folding and other respects. Ordinary typewriter faces lack neatness, and are ill adapted to the eye accustomed to newspapers and books.

So, while you write your letter at full length, saying all you have to say, using as many words as are needed, and a few more, by all means put it into a little form when you send it out. Use the small "Elite" typewriter letter. Have it struck off on note-size paper that can go out in a square envelope, folded once.

THE FORM IN WHICH WRITING IS OFFERED.

When printed or written matter is *little* in this sense, people somehow assume that it is bright, even where it isn't. This is a fact I have proved again and again where it was possible to control the form in which matter was published. For several years I wrote for a publication that was diminutive in size, and to mention it anywhere, even to people who hadn't seen a copy for years, was to bring out the instant admission, "Yes—a bright little paper, that." Reducing the size, somehow, sharpens the focus.

Of all the harmful, worthless advice to be gathered on the art of writing, that which deals with the quality of interest is worst. Some advisers assure you that you must be earnest, others say style is essential, and still others insist on what is called, vaguely, "human interest."

Let me explain a little trick of my own.

You can interest almost any kind of people in any kind of facts if you will simply take steps to put those facts in motion.

Not long ago I revised a descriptive article dealing with a large industry. The writer had spent weeks accumulating facts and figures about that industry, and his material was genuinely impressive. But he couldn't make

the facts march. He piled figure on figure, and made comparisons with the distance to the moon, and the number of times his facts would go 'round the world. He thoroughly warmed himself up with earnestness. And yet the facts and figures stuck right where he put them.

To make them march was simple enough. Forgetting the figures about a piece of apparatus, for the moment, it was sufficient to go back to the man who first invented it, and tell something about the difficulties he encountered, and follow up with some other chap who came along and improved it, and enlarged it, and so on, until from its first beginnings one arrived at the perfected apparatus as it stands to-day. Then the figures had force, because the readers had seen this apparatus grow up.

Just one more point, and that is, never write for practice. Send the stuff out, even to a dozen persons, and let it work on them, and return to you, and grow accustomed to the strange transformation that comes over writing after it is published in any form, even as a business letter. During my own apprenticeship, practically all I wrote was published somewhere, and what is more to the purpose, some newspaper or trade journal paid me for it. We all grow a trifle impatient, now and then, with the shallowness of our newspapers and our trade press. When that kind of impatience comes to me, I turn to the old scrapbook filled with this 'prentice writing, and marvel that anybody ever published it, much less bought it with real money. This work appeared in all sorts of publications, in every style of type, grade of paper, degree of presswork. Editors cut and slashed it, and printers introduced errors, and the result of it all was to cure me of the novice's fault of being too precise. One had to make what one said carry over obstacles—get through somehow, even if half of it was lost. And this is important to the salesman who wants to extend his sphere of influence through the printed word.

ANOTHER GREAT YEAR

Total Number of Papers Printed and Circulated for year 1909

6,352,158

Total Number of Papers Printed and Circulated in 1909 by the Times-Union
Total Number of Papers Printed by the Nearest Competitor in the State

6,352,158

3,994,649

Total for 1908 Was

5,014,169

Excess Over Last Year

1,337,989

Excess

2,357,509

This Means the Actual Number of Papers Printed and Circulated

Average Daily Circulation for 1909 Was

17,403

Average Sunday Circulation for 1909 Was

19,855

Average for 1908 Was

13,703

Average for 1908 Was

15,768

Average Increase

3,700

Average Increase

4,078

The Times-Union Is the Only Newspaper in Florida That Has Ever Published a Season Detailed Statement of Circulation Every Month and Every Year

Detailed Report of Circulation of Florida Times-Union, Jacksonville, Fla., for Year Ending Dec. 31, 1909

Days	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	January
1	15,726	16,577	17,316	17,689	16,835	17,784	17,191	19,785	16,552	17,751	17,422	18,623	426,067
2	15,750	16,612	17,347	17,714	16,853	17,900	17,296	16,618	17,657	16,772	17,474	18,579	February
3	18,408	16,516	17,335	17,291	17,140	17,718	17,335	16,578	16,610	19,832	17,584	18,482	486,427
4	15,725	16,535	17,385	19,825	17,100	17,610	19,363	16,525	16,647	16,862	17,420	18,674	March
5	15,618	16,756	17,429	17,180	17,159	17,606	17,357	16,538	19,672	16,481	17,250	22,942	552,258
6	16,232	17,065	17,377	17,234	17,399	19,767	17,336	16,535	16,652	16,783	17,359	18,521	April
7	15,930	19,135	19,587	17,360	17,920	17,554	17,208	16,526	17,149	16,585	20,776	18,587	527,526
8	16,320	16,816	17,267	17,261	17,284	17,759	17,099	18,814	16,428	17,020	17,288	18,444	May
9	16,361	16,854	17,594	17,176	19,174	17,805	16,559	16,528	16,651	17,327	17,520	18,619	549,946
10	18,500	16,782	17,611	17,414	17,290	17,556	17,066	16,476	16,368	31,123	17,445	18,695	June
11	16,316	16,786	16,021	19,814	17,460	17,664	19,100	16,486	16,531	17,122	17,501	18,633	532,278
12	16,300	17,208	17,099	17,291	17,588	17,692	16,835	16,412	19,091	17,416	19,100	22,040	July
13	16,610	17,630	17,530	17,460	17,328	19,832	16,906	16,422	16,477	18,632	17,684	18,725	534,185
14	16,261	19,085	19,922	17,399	17,291	17,630	17,010	16,464	16,586	17,584	22,618	18,738	August
15	16,427	16,496	17,627	17,446	17,396	17,665	17,091	19,411	16,576	17,187	17,692	18,228	525,495
16	16,450	17,600	17,460	17,137	19,800	17,600	16,850	16,471	16,579	16,890	17,920	18,650	September
17	18,286	16,900	17,582	17,264	16,998	17,368	17,381	16,570	16,519	19,465	16,630	18,634	October
18	16,394	16,876	17,399	19,718	17,244	17,490	19,090	16,500	16,697	17,025	17,897	18,440	550,960
19	16,799	16,917	17,463	17,222	17,304	17,421	16,871	16,643	19,135	17,485	17,976	22,025	November
20	16,647	16,885	17,524	17,116	17,429	19,597	17,100	16,556	16,763	17,426	18,028	18,788	December
21	16,832	19,413	19,928	17,349	17,107	17,342	16,803	16,582	16,660	17,260	21,600	19,989	601,005
22	16,699	17,618	17,715	17,258	17,292	17,164	16,674	16,800	16,531	17,488	16,069	18,988	
23	16,881	17,100	17,560	17,216	19,253	17,897	16,776	16,490	16,722	17,564	16,110	18,990	
24	19,974	17,246	17,565	17,271	17,217	17,215	16,314	16,423	16,679	20,370	16,800	16,920	
25	16,556	17,445	17,710	19,841	17,421	17,241	18,840	16,375	16,660	17,328	18,635	19,156	
26	16,647	17,444	17,815	17,016	20,249	17,263	17,153	16,440	19,325	17,285	19,122	22,708	
27	16,738	17,336	17,770	17,174	17,570	20,161	16,860	16,510	16,520	17,386	19,184	19,935	
28	16,543	19,457	20,200	17,316	17,567	17,210	16,683	16,620	16,619	17,560	23,256	19,460	
29	16,529		17,500	17,134	17,717	17,271	16,675	18,413	16,814	17,481	19,096	19,827	
30	16,582		17,399	17,304	19,669	17,181	16,500	16,531	17,455	17,445	19,106	19,985	
31	19,262		17,188		18,199		16,508	16,680		20,704		20,808	
Monthly Totals	426,067	486,427	552,258	527,526	549,946	532,278	531,185	525,495	519,828	550,960	553,382	581,885	601,005

This Statement Embraces the Actual Number of Copies Printed, Exclusive of those Destroyed in the Pressroom

AFFIDAVIT

Sworn to and subscribed before me this 5th day of January, 1910.

(SEAL)

THOMAS W. WILSON,
Notary Public, State of Florida at Large.

I certify that the above statement of circulation is true and correct.

F. W. R. HINMAN,
Acting Business Manager.

THE TIMES-UNION GUARANTEES LARGEST CITY CIRCULATION BY 2,000

The Average Daily Circulation of the Times-Union Exceeds That of the Nearest Competitor by Almost
The Average Sunday Circulation Exceeds the Average of the Nearest Competitor by

5,000

7,000

The Daily Average for December Was 19,387
Which Exceeds Nearest Competitor by
The Sunday Average for December Was 22,285, Which Exceeds the Nearest Competitor by Almost

6,000

10,000

To Give You Some Idea of the Great Growth of the Times-Union
In Two Years, the Circulation on the First of Each Year Is Given

January 1, 1908, 18,600
January 1, 1909, 15,750
January 1, 1910, 20,388

Facts and Figures Speak for Themselves. We Guarantee Them

THE FLORIDA TIMES-UNION

Florida's Greatest Daily and Sunday Newspaper

Benjamin & Kentnor Co., Foreign Representative

Brunswick Bldg., NEW YORK

Foyce Bldg., CHICAGO

The Tribune Shows Gains in 1909 and Proves Its Supremacy in Terre Haute Indiana

In 1909, the Terre Haute Tribune has clearly established the fact of its *absolute supremacy as the one newspaper* in Terre Haute, which is used by the merchants to place their store news before the public.

There is one class of advertisers that always select the medium which *produces the largest returns*, and that *one class* is in a position to judge. *It is the local advertiser.*

In making a comparison of the business of 1909, the Tribune compares with 1907 and 1908, showing the *constant and substantial gains* made by the Tribune, and the *constant losses* made by its nearest competitor. In local advertising, comparing 1909 with 1907, the Tribune's *nearest competitor lost 374,332 lines*. In the same period the Tribune *gained 69,932 lines* of local advertising. In 1908 the Terre Haute Star carried 684,222 lines more local advertising than the Terre Haute Tribune. In 1907, the Terre Haute Star carried 60,382 lines more of local advertising than the Terre Haute Tribune. In 1908, the Terre Haute Tribune carried 229,012 lines more of local advertising than the Terre Haute Star. In 1909, the Terre Haute Tribune carried 383,923 lines more local advertising than the Terre Haute Star.

This great reversal of positions between the two newspapers in Terre Haute is due to but *one reason*, and that *one reason* is that The Terre Haute Tribune has been more active in building up a circulation in the compact trade territory within a radius of 25 miles of Terre Haute, and retaining its great *supremacy of circulation in the city of Terre Haute.*

There isn't 500 of the circulation of the Terre Haute Tribune but is within a twenty-five mile radius of the city, and from which the *local or foreign advertiser receives his returns.* Within this radius of twenty-five miles, the Terre Haute Tribune has a *greater circulation than any other newspaper*, and returns to the advertiser are necessarily *larger*, than from advertising in any other medium.

The following statement shows the record of advertising in Terre Haute newspapers for 1907, 1908, and 1909. The Tribune easily led its competitor in gains in advertising during these three years.

Advertising Comparison

1907			
Kind of Advertising.	Tribune Lines.	Star Lines.	
Local....	4,036,130	4,096,512	
Foreign..	526,652	955,290	
Classified.	283,654	317,913	
Railroad..	44,646	144,662	
Total..	4,891,082	5,514,306	

1908			
Kind of Advertising.	Tribune Lines.	Star Lines.	
Local....	4,105,710	3,876,898	
Foreign..	532,910	717,346	
Classified.	311,052	284,550	
Railroad..	99,876	170,198	
Total..	5,049,548	5,048,792	

1909			
Kind of Advertising.	Tribune Lines.	Star Lines.	
Local....	4,106,102	3,722,180	
Foreign..	590,898	756,238	
Classified.	311,402	308,882	
Railroad..	43,484	97,244	
Total..	5,051,886	4,884,544	

A Splendid Record of Circulation in a Compact Field Makes the Tribune Supreme

Circulation is the lifeblood of any newspaper. Circulation is of *necessity an expense.* But it is an essential expense. Circulation that *produces results* is the only kind worth spending money to secure. Recognizing this, the Tribune *has spared no expense nor effort* in building its *home circulation* in the field where it can produce results for the advertiser. There is absolutely *no waste circulation* on the Tribune's list. Practically all of it is *within the limits of Terre Haute's trade territory.* No expense has been spared to make the Tribune's circulation *stronger and better* as a result producer *than any competitor*, and the fruits our advertising columns have borne for the local advertisers has produced the net result of increases in local advertising in the columns of the Tribune.

During the year 1909, *new routes have been added* in the city of Terre Haute, until now the Tribune *has sixty carriers* carrying papers on regular city routes, and a *city circulation larger than any other two papers combined.*

During the year 1909, the Tribune had this *ad standing during the entire year*, in the most prominent place in the Terre Haute city directory:

GROWING POPULATION

"This issue of the city directory shows good gains in Terre Haute's population. It covers the city thoroughly. There are very few people in Terre Haute not listed in this directory.

"THE TRIBUNE will give \$5.00 in gold to any person who will find the names of fifty people in this directory who do not read the Tribune.

"That indicates how well the city is covered by the Tribune, doesn't it?"

No advertiser can reach the people of Terre Haute, and her trade territory, without using The Terre Haute Tribune, no matter how many other mediums are used.

Chicago Representatives
Payne & Young
748 Marquette Building

R. S. CARVER
President and General Manager
Terre Haute, Ind.

New York Representatives
Payne & Young
30 West 33rd St.

YEAR'S IMPORTANT DEVELOPMENT IN CAR ADVERTISING.

MEDIUM HAS FINALLY ESTABLISHED ITSELF WITH THE MOST IMPORTANT ADVERTISERS—SOME OF THE NEW ACCOUNTS DEVELOPED AND ENLARGED—ADVERTISING DONE TO THE PUBLIC—ARTEMAS WARD ON CAR ADVERTISING.

The past year has seen the final establishment of street-car advertising as a business-like, sales-affecting advertising medium. It has "made good" by producing convincing proofs of its selling powers. This advertising medium has made itself distinctly felt wherever advertising is talked of.

J. K. Fraser, Eastern advertising manager of the Street Railways Advertising Company, summarized for PRINTERS' INK recent developments in his field and mentioned several new accounts for which his service had produced marked results. He said:

"There has been an unusually gratifying development in street-car advertising in the past year.

"When, four years ago, the Street Railways Advertising Company got together an expensive advertising organization to handle car advertising as it should be handled, there was general rejoicing among those advertisers who appreciated the value of the medium. Some large national concerns were using street cars, but it was due mainly to their insight.

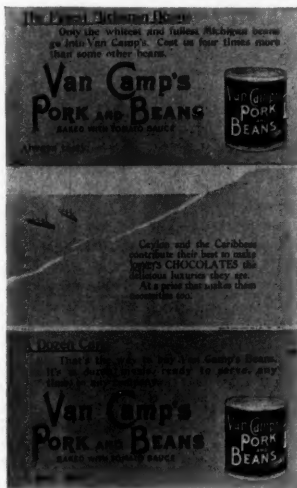
"In the early history of the Street Railways Advertising Company, successful issues from street-car advertising campaigns were seldom witnessed. But as time has gone on these results have been repeatedly duplicated and car advertising to-day is granted a place in the first rank of advertising media.

"Since the organization of the Street Railways Advertising Company, it is interesting to note, there has not been a single national street-car advertising account developed that has not in its initial step been handled through the Street Railways Advertising

Company, and the advertisers referred to in the list below indicate the healthy development of accounts which they have handled.

"An interesting condition in the street-car advertising field during 1909 was the substantial evidence of growing confidence in the medium among advertisers of recognized prudence."

Some well-known advertisers who have gone into the cars the last year or so are Cluett, Peabody



SOME RECENT CAR CARDS.

& Co., Dr. Lyon's Tooth Powder, Neumann's Monoxide Tooth Powder, Clysmic Powder, Knox Gelatine and Beechnut Packing Company. Many others which had been formerly in the cars increased their contracts materially. Among these are:

Walter M. Lowney Company, Regal Shoe Company, William Wrigley Company, Hart Schaffner & Marx, Alfred Benjamin, Everwear Hosiery, Holeproof Hosiery, Lucas Paints, United Shirt & Collar Company, Shinola, Burnett's Vanilla Extract, The National Starch Company, Lautz Bros. & Co. of Buffalo, "Ed. Pinaud," Scott & Bowne, Gillette Sales Company, Smith & Wesson, National Oats, Fould's Macaroni, Duff's Molasses, Proctor & Gamble, Coca-Cola, Mennen, National Biscuit and Horlick's Malted Milk.

Newark Evening News

NEWARK, NEW JERSEY

Circulation for the Year, 1909

Net Daily Average, 67,631 Copies

Samples, waste and unsold copies are deducted.

Date	Jan.	Feb.	March	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
2	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
3	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
4	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
5	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
6	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
7	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
8	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
9	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
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15	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
16	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
17	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
18	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
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30	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
31	65062	67478	68572	69039	68569	67694	66977	65992	64805	66370	67040	68224
Total Copies Sold	1680880	1635572	1870905	1800084	1772921	1758639	1707504	1695339	1711584	1745018	1731940	1789486

*** New Year's, Fourth of July, Thanksgiving, Christmas.

State of New Jersey, { ss.
County of Essex,
CHARLES F. DODD, being duly sworn, on his oath says that he is Business Manager of the Newark Evening News, and that the foregoing statement of the net daily average circulation of the Newark Evening News for the year Nineteen Hundred and Nine is in all things correct and true. CHARLES F. DODD.

Sworn and subscribed to before me this fifth day of January, A. D. 1910. JOHN R. HARDIN, M. C. C. of N. J.

HOME OFFICE, 215-217 MARKET STREET, NEWARK, N. J.
EUGENE W. FARRELL, Ass't Gen'l Manager and Advertising Manager.

O'MARA & ORMSBEE, General Advertising Representatives,
Brunswick Bldg., New York
F. C. TAYLOR, New York Representative, Brunswick Bldg., New York
Tribune Bldg., Chicago

THE POST-OFFICE, OUR MUTUAL EXPRESS COMPANY.

THE GROWING APPRECIATION OF THE COMMERCIAL POSSIBILITIES OF OUR POSTAL SERVICE—THE ARGUMENT FOR PARCELS SERVICE—THE BENNET POSTAL BILL NOW BEFORE CONGRESS—THE PRESENT SITUATION AND THE ADVANTAGES OF THE NEW PLAN.

By James L. Cowles.

Secretary-Treasurer, the Postal Progress League, New York.

An express service is an absolute necessity to-day and the post-office is our "Mutual Express Company." Its management and the terms and conditions of its use are at our will. Its only physical limitation is the capacity of our transport machinery. It covers the whole country.

Its principles are: Rates, regardless of distance, regardless of the character or volume of the matter transported, rates determined by the representatives of the rate payers in Congress assembled and on the cost of the service rendered. Within its limits all persons, places and things are on a plane of the most perfect commercial equality. Up to the limits of its service the humblest citizen on the most out-of-the-way rural route is guaranteed the transport of his produce and his supplies at the same uniform rate as the biggest corporation of our greatest metropolis. The servants of the post-office, moreover, through their representatives in Congress, have their full legitimate share in determining their wages, the hours and conditions of their service. It is democracy embodied in law.

Within our city deliveries and on our rural routes the postman now comes to our doors one, two, three times a day or more. Provide him with the needed transport machinery for a collection and delivery service door to door everywhere, and we shall have an express service of our own, capable of doing all our general transport business at rates, low, uni-

form, stable, rates steadily diminishing with the improvement of our transport machinery and its administration.

The German postal rates are six cents on parcels up to eleven pounds, distances up to forty-six miles, twelve cents for greater distances and the American express rates on periodicals and newspapers (second-class mail matter) one cent a pound anywhere within the two great zones into which the United States is divided by the Ohio-Pennsylvania State line (where the ordinary merchandise rate is not over \$4.50 per hundred pounds). *One cent a pound, minimum rate, ten cents a parcel, indicate the possibilities.*

GREAT DEAL DEPENDING ON POSTAL SERVICE.

On the 28th of January, 1907, the Postal Commission of the Fifty-ninth Congress declared: *"Upon the postal service, more than upon anything else, does the general economic as well as the social and political development of the country depend."*

And yet we limit our merchandise post to four pound parcels, at rates:

Sealed parcels (letters) 2c. an oz. 32c lb.

With insurance up to \$50 on the payment of the new ten-cent registry fee.

Unsealed parcels:

3rd class matter (printed books, seeds, bulbs, etc., for planting) 8c lb.

4th class matter (seeds, bulbs, etc., for food, and other merchandise) 16c lb.

The ten-cent registry fee carrying no insurance whatever.

(In Great Britain the ordinary mail rates on sealed parcels 2 cents for 4 ounces, each additional 2 ounces 1 cent, carry insurance up to \$10, and the British 4-cent registry fee insures up to \$25, while an additional fee of 2 cents for each additional \$100 insures a parcel up to \$2,000.)

The results of our limitations upon our own business are as follows:

First, a general public at the complete mercy of private express companies for the transport of their large parcels, an urban public compelled to carry their small local parcels in their pockets or handbags or to dispatch them by private messengers and a postal

traffic of parcels averaging less than six ounces, hauled average distances of 687 miles.

Second, a rural public—over 4,000,000 families—forced to do all their local transport business on their own backs or by their individual teams, while over 40,000 post wagons pass their doors carrying average loads of less than twenty-six pounds a day per wagon. Limited to four pound parcels at sixteen cents a pound, the average family posts hardly one pound of merchandise a year. In 1904 the average carrier's daily load—mail collected and delivered on his twenty-four mile route, visiting over one hundred families—amounted to less than twenty-six pounds, mail collected to less than one pound. The average carrier's income for the year 1904 was less than \$132. Subjected to the same restricted service, his income must be practically the same to-day. With an average salary of \$865, this leaves a net annual loss per carrier of about \$733, or for the over 40,000 carriers now in the service over \$29,000,000 a year.

MILLIONS WASTED BY LACK OF FACILITIES.

In a recent magazine article Mr. Degraw, Fourth Assistant Postmaster General, estimates the cost of the average rural family for one trip a week to and fro his post town at \$2.25 per trip, or for the fifty-two weeks of the year, \$117 per family. At this rate the loss to the average rural family from being forced by this restrictive legislation to make an unnecessary weekly trip to and from his post town amounts, for the 4,000,000 families, to a total of over \$468,000,000 a year.

Third. Many small towns and villages, with no free delivery mail service, and frequently with no private express service, are almost as isolated, commercially, as they were before the modern public service post-office of 1863, with its system of uniform rates, uniform rates for the transportation of merchandise as well as of written matter, came into being. The failure of Congress to provide these small towns and villages with a

public express service, forces the younger population of these towns to leave their homes for our congested cities.

Fourth. As a result of the sixteen cents a pound tax on parcels limited to four pounds with no insurance against loss or damage, the merchandise postal traffic of this country in 1907 represented in number of pieces but 1.12 per cent; in weight, but 4.79 per cent; and in revenue but 4.44 per cent of the postal business of that year, or less than \$8,000,000 out of a total of over \$83,000,000.

Fifth. Our self-imposed 4-pound weight limit on domestic parcels forces us to divide eleven pounds of merchandise into three parcels with a total charge of \$1.76, while under the foreign parcels post conventions, confirmed by President Taft, on the 9th of March last, eleven pounds of merchandise may be posted to any portion of this country:

From Italy	11 lbs. for 79c
From Germany	11 lbs. for 81c
From Austria	11 lbs. for 86c

and while the American Express Company is carrying English postal parcels, three to eleven pounds, from New York City to any other part of the United States for twenty-five cents.

Our self-imposed one cent an ounce tax on general domestic merchandise is 100 per cent higher than that of 1874; twenty-five per cent higher than the rate on our foreign bound parcels (twelve cents a pound) and fully 100 per cent higher than the rate provided by President Taft for our European friends on parcels of merchandise mailed to us—the fact that the European rates on parcels to this country are fixed by the different countries themselves, leaves the President none the less responsible for this condition of things. We think that it leaves him under an imperative obligation to request of Congress postal legislation that will enable us to exchange merchandise parcels in our domestic service of similar weights and at as low rates as those enjoyed by our friends in Italy, Germany and Austria in

their business with us. As a step in this direction, Congressman Wm. S. Bennet, of New York, on the 17th of June, 1909, introduced in Congress House of Representatives resolution 10,762, providing for:

1. A reduction of the one cent an ounce postal rate on merchandise to one cent for two ounces, the old rate of 1874.

2. A local city letter post, four ounces, two cents; each additional two ounces, one cent; the general letter rate of Great Britain.

3. A local service on the rural routes, all matter in one class. Parcels up to 1x6x12 inches, in bulk, 1 pound in weight, one cent. Larger parcels up to 6x12x12 inches, in bulk, eleven pounds in weight, five cents. Larger parcels up to 6x12x24 inches, the capacity of the ordinary suit case, or one cubic foot and up to twenty-five pounds, ten cents.

4. The postal insurance of all mail matter against loss or damage, the ordinary rates to carry insurance as in Great Britain up to ten dollars, an eight-cent registration fee to insure up to \$25, and two cents for each additional fifty dollars, to insure a parcel to its full value.

The only reasonable objection, as it seems to us, that can be made against this bill is its conservatism. The weight limit might well be raised to eleven pounds—the common merchandise post limit of the world—and the insurance rate might well be—for registered matter—five cents carrying insurance up to fifty dollars, with two cents for each additional hundred dollars up to the full value of the parcel. But we are conservative.

WHAT THE POST-OFFICE WOULD GAIN.

Even under this proposed conservative legislation the posting of but two four-pound parcels a year by the average member of our 80,000,000 population, would give to the post-office an income of over \$50,000,000 from its general merchandise traffic, as against but \$8,000,000 in 1907. The posting of but one four-pound parcel a year per head of our 28,000,000 urban population in the new sealed parcels city service, would add about \$9,000,000, and the posting of but one suit case packet a week to and from the post town and the home would bring to the post-office over \$40,000,000 more, while, according

to Fourth Assistant Postmaster General Degraw, it would save the 4,000,000 families on our rural routes \$468,000,000 a year. The charge has been brought against this bill that it is a bill inaugurated by catalogue houses and in behalf of special interests.

It is claimed that it will injure the small merchant and the small town.

I answer: I drew this bill myself, and I drew it in the common interest, not at the dictation of any one, but after long and careful study as to what seemed to me to be the common interest. As to its possible effects upon the small town and the small merchant, it guarantees to the smallest town and the most humble citizen in that town the government guaranty of equal service at equal rates for all the citizens of the republic wherever they live and whatever their occupation. The post-office is democracy embodied in law. Up to its limits it secures equality of rights and of privileges to every human being. Its enemies are the enemies of the republic. Its friends are the friends of the republic, and we ask all the friends of our common humanity to join with us in asking of Congress the widest possible extension of the sphere of our wonderful post-office, its most efficient and economic administration.

As a step in this direction we ask the enactment of the Bennet Postal Bill into law. The result will be the elimination of the long-continued and growing postal deficit, the enrichment of the general public and relief from the growing extortion of our private express companies.

The new officers of the Des Moines Admen's Club, recently elected, are as follows: President, O. R. McDonald; vice-president, Frank Armstrong; secretary-treasurer, William Eldred.

The *Register* is a new daily at Birmingham, Ala. The proprietors are G. M. and I. T. Howle and David Wurtzburger.

Aaron Rachofsky, of the *Jewish Daily News*, addressed the Advertising Class of the Twenty-third Street, New York, Y. M. C. A., Wednesday evening, January 19th, on "Advertising in Foreign-Language Publications."

One Year of the PROGRESS MAGAZINE

December, 1908, 60
Pages, Circulation 30,000

December, 1909, 176
Pages, Circulation 75,000

Its circulation jumps ahead by leaps and bounds.
Its advertising patronage is growing rapidly.

Five Reasons Why YOU Should Advertise in PROGRESS

1st—It's a thoroughly up-to-date magazine. Unique in its conception and occupying a distinct field not occupied by any other magazine.

2nd—Its readers are the ambitious ones of the country, the kind who answer advertisements of meritorious articles.

3rd—They are successful people and can afford to buy your goods or accept propositions.



4th—The readers of the **Progress Magazine** read the advertising pages as well as the editorial matter **because** they know they can **depend** upon our advertisers, as only advertisers of in-

tegrity and honesty are invited to use its pages.

5th—Its rate per thousand is exceptionally low. It **pays** our present advertisers. It will pay **you**.

For Advertising Rate Card and Sample Copy, Address

The Kennedy-Hutton Co., Advertising Managers
112 Dearborn Street Chicago 4010 Metropolitan Life Bldg.
New York

The Progress Company

Publishers

515 Rand McNally Bldg., Chicago, Ill.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, R. W. LAWRENCE.
Secretary, J. I. ROMER. General Manager, J. M. HOPKINS. Adv. Manager, F. C. BLISS.
OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by Printers' Ink (English Edition) Publishing Company, Kingsway Hall, London W. C. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1008. WM. S. GRATHWOHL, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

J. GEORGE FREDERICK, Managing Editor.

New York, January 19, 1910.

New Advertisers in 1909

Perhaps the most significant development in advertising during 1909 has been the unprecedentedly large number of substantial business houses that have come into the advertising fold within the year. Several of the principal magazines attempt to list new advertisers as fast as they appear, but *Collier's* deserves credit for keeping the record most thoroughly and systematically, and PRINTERS' INK is therefore glad to avail itself of this source of information. The list of firms that have begun advertising within the last twelve months, as published on another page, will prove amazing to the average worker in the field. This tabulation has vital interest, not only by reason of the large number of names included, but also on account of the many industries.

In this remarkable showing, PRINTERS' INK finds cause for jubilation and at the same time reason for apprehension. How many of these concerns will be found in the advertising column at the

end of another year? How many will drop out before three or five years have elapsed? It will depend largely upon the quality of service rendered by the agent who has the account. It is one thing to get a man started to advertise and another thing to make the advertising so profitable to him that he will never drop out. The task of properly taking care of all these newcomers is a gigantic one. Many of these accounts are so small as to represent actual loss to the agent at the start. Yet if they are to be developed into future large advertisers, they need every care and attention. One agency noted for the thorough character of its service claims that it cannot make a profit on any account representing less than \$50,000 a year. In the best interests of the advertisers, of the publications, and of the cause of advertising itself, it is to be hoped that these new accounts will be handled by the so-called "service agencies." As advertising is to-day conducted, there is no place at all for the agency that is merely a solicitor and distributor of orders. It is this type of agency that is responsible for the great mortality among budding advertisers in the past. In the natural course of events, many of the new 1909 advertisers are bound to fall into the hands of agents who are no more equipped or competent to render real service to an advertiser than a traveling salesman for a clothing house could produce a market letter for a Wall street broker. If some way can be devised so that recognition will be accorded by newspapers and magazines only to the higher type of agents,—those who know both merchandising and advertising, who maintain offices equipped to render real help to business men,—then the mortality in new advertising accounts will be cut down, and such a list as that given in this issue of PRINTERS' INK will have far greater significance. Possibly it would help the cause along to publish a list of the advertisers who have stopped, accompanied by the names of the agents who handled the accounts.

New Note in Railroad Advertising

After all, there is not so much difference between advertising a railroad and advertising the average merchandising proposition. The special excursions correspond to the special sales of a retail store, and the general traffic has to be built up on the same principles that govern any article appealing to the great public. One of the most vital of these principles is the creation of *confidence*. Yet very little railroad advertising seems to have taken this factor into consideration.

A notable exception is the Lackawanna Railroad. The general passenger agent, Mr. Cullen, wrote letters to the newspapers, calling attention to the fact that in ten years not one passenger on this road has been killed as the result of a train accident. Some of the papers published the letter, and in other cases it inspired editorials. The Lackawanna uses such an editorial from the *New York Sun* as the basis of a most impressive four-column advertisement.

We use the word "impressive" with a purpose. How much railroad advertising is really impressive? Even the Lackawanna's own Phoebe Snow copy, attracting widespread attention, as it undoubtedly did—can it be supposed to have added largely to the traffic? Why should it? The officers of the road are themselves likely to have been misled as to the success of this copy. Not one of them could get up to make an after-dinner speech without having the toastmaster crack some joke on Miss Snow. Such circumstances were amusing and even gratifying as tending to show that the ads were read. But what other good did they serve? How did they lead to more business?

Now, this record of careful management and prevention of loss of life is a bird of another color. It is a powerful argument, and sinks deep. It is a tremendous builder of confidence in the road as a whole, and it should be utilized to the limit before being allowed to drop. Vice-President Caldwell, in

private conversation, states that outsiders would be surprised to know how little the road spends in advertising. Perhaps that is because the management has realized down in its heart of hearts the general inefficiency of the Phoebe Snow talk. Now that it has a real solid, substantial thing to talk about, let the blow be struck while the iron is hot.

Mr. Cullen ought to be encouraged to develop his undoubted advertising acumen. Another striking piece of copy for which he was responsible was the courtesy talk to employees. This was intended to instruct employees in the details of good railway service to travelers. It was an after-thought to put it before the public in the shape of a newspaper advertisement. That, too, was impressive. It showed the high aims of the road in requiring courtesy toward all passengers. Its very publication in the general press must have stimulated the employees to more courteous treatment, for every man on the line knew that the people were reading it and were watching to see whether the principles enunciated were being carried out. And the public itself had a better feeling for the road and its men as a result. It is said that this particular piece of copy attracted more attention among railroads themselves than almost anything ever put out, and many of the foreign roads asked for the text.

There may be some differences of opinion among advertising men as to the value of the Phoebe Snow jingles, but it is not likely that any one will doubt that Mr. Cullen has introduced a decided improvement with his two star efforts.

The Ads in Printers' Ink

There are few commercial fields subject to such rapid and radical changes as advertising. New mediums are constantly coming to the front, and old publications are not infrequently superseded by younger and livelier competitors. The dispenser of advertising, whether advertising manager or

advertising agent, must keep posted on these changes or else become a back number himself. To sift the conflicting claims of considerably over 20,000 publications is no light task. And yet it must be done. It is part of the day's work. The advertising dispenser's mail is loaded with circulars and able solicitors wait outside his doors in unending line. The buying of advertising space must command as high an order of expert knowledge as the buying of merchandise for a great department store.

It is right here that PRINTERS' INK performs one of its greatest services to the advertising community. In its advertising pages the current information about the leading mediums will be found, ready for quick digestion. The more advertising PRINTERS' INK contains, the more valuable it becomes to its subscribers. Its advertising bears a more vital relation to the reader than is the case with publications generally. There is no man so well posted on mediums and on different sections of the country that he can afford to disdain any important source of new information.

Circulars issued by publishers often do not get the attention they deserve because they reach the dispenser of advertising when he is busy with other problems. But every man who amounts to anything in the advertising business has some regular time for reading his copy of PRINTERS' INK, and if the paper were stripped of all its advertisements, it would lose half its value to him. That is why we take special satisfaction in presenting an issue like this Annual Review Number, so filled to overflowing with the announcements of representative publications. And that is also why the publishers of PRINTERS' INK have not hitherto listened to the suggestions of well-meaning friends who advise that our rates should be increased. The ads compete sharply with the reading matter in vital interest, and it would be a mistake to do anything which would tend to curtail such an intrinsically interesting feature of the paper.

Technical Advertising In General Mediums

That the Dodge Power Transmission people are doing some most interesting pioneer work in advertising a technical product to the general public is generally admitted. Few advertising accounts have so sharply stirred a line of business as the Dodge advertising. For years machinery and other technical advertisers have declared that their propositions were the great exceptions in the list of things that ought to be generally advertised. The Dodge success is arraying the technical trade on two sides of this question and stirring up wholesome discussion.

Last month a notable dinner of the Dodge sales organization was held, and unlike many other similar affairs in technical business, advertising played a prominent part in the programme of discussion. D. J. Campbell, manager of sales promotion, disclosed the fact that \$50,000 had been spent in the past year on advertising, a considerable slice of which went for double-page spreads in magazines and weeklies. Mr. Campbell said the company regarded this expenditure in the nature of an investment in good will and prestige, and cited instances to prove that the general reputation secured through general advertising had been instrumental in influencing big contracts.

The peculiar quality of a general reputation in getting at a buyer of class goods has been recognized in other lines. Machinery manufacturers have recognized it themselves by their use of a general sort of advertising in the line of novelties. They have recognized the value of a general reputation in their local communities, and they have frequently confessed the value of reaching young men who are situated so that at any time they may become buyers of their goods.

The grocer of to-day may be the manufacturer of to-morrow; and the manufacturer of pumps of to-day may be the manufacturer of something else to-morrow. Business in all lines has a peculiar habit of springing up where least

In the

Illustrated Sunday Magazine

an advertiser buys one million circulation concentrated in and around twenty large distributing centers. The Magazine circulates with the following metropolitan newspapers.

Pittsburgh Gazette Times

Rochester Democrat & Chronicle

Memphis Commercial Tribune

Minneapolis Tribune

Kansas City Journal

Milwaukee Sentinel

Detroit Free Press

Louisville Courier Journal

New Orleans Picayune

Cleveland Leader

Cincinnati Commercial Tribune

Richmond Times Dispatch

Denver Republican

Columbus Dispatch

Omaha News

Providence Tribune

Worcester Telegram

Montgomery Advertiser

Florida Times Union

Buffalo Times

The campaign of the manufacturer is impressed on trade and dealers in this territory by our co-operative plan which in part includes four-page circulars, reproduction of our front cover and the advertisements of the manufacturer.

The value of such advertising and co-operation is not a theory—the results have been accomplished.

If you want to know to what extent, ask any of the following national advertisers:

HOLEPROOF HOSIERY CO.

WHITE ENAMEL REFRIGERATOR CO.

JOHNSON EDUCATOR FOOD CO.

CORLISS COON CO.

F. F. INGRAM CO.

They have received co-operation and know its effect, and there are many others.

THE ILLUSTRATED SUNDAY MAGAZINE

290 FIFTH AVENUE, NEW YORK

24 Milk Street, Boston.

Hartford Building, Chicago

expected. Impressions and unconscious convictions are formed from a great variety of sources, and produce orders. In an idle moment a man may read a newspaper or magazine ad, or a car card or billboard, and get a conviction which he will use to order goods six months from now. Trade-paper advertising for technical goods is a fundamental necessity; but general advertising is a permeative force which, for those who can get the money to make the investment, is a most powerful additional advertising creator of sales.

The Advertising "Pace"

A well-known agent wisely remarks in this week's issue upon the driving influence which the year's exceptional group of aggressive advertisers has had upon the whole body of advertisers.

These bolder and more optimistic advertising enthusiasts have distinctly "set a pace," and even seemed to be gamblers and to possess a daredevil spirit, so fast did they make their pace. They have set going a lot of discussion—calling forth a lot of comment on the "increased cost" of advertising in some quarters, and in other quarters a warning against disaster.

But it must be remembered that only these daring users of large and frequent space are the really competent judges of such an advertising policy. When Mr. Van Camp says that after his immense campaign had run for a very short time he had to stop and issue day and night factory orders, it is a brave critic who can make any pointed reply. And when William Galloway, who took the farm papers' breath away by nine page orders, says that he is merely "buying sales at so much per" when he advertises, he cannot be answered very readily.

The "pace" set by bold advertisers is not to be compared to a breakneck spurt on a race course—it is a different thing entirely. As the art of result-producing copy is developed, and as the effectiveness of harnessing advertising with the sales work increases, ad-

vertising becomes more and more a measurable and weighable thing, which can be handled like any other commodity. Before electricity was analyzed and understood it was unsafe to generate a very high voltage, because, for lack of knowledge in handling it, it might do serious damage.

The more you know about a powerful force, the higher potency you can handle skilfully. Niagara's electric power would be a terrible thing in the hands of novices; but in the hands of electrical experts it makes thousands of factory wheels spin as if by magic.

Perhaps the time has arrived when some of us know enough about handling high-power advertising to set aside all conventional limitations of space and look only upon the results desired to be effected. No one blinks an eyelash when a firm sets aside a great pile of money for factories or for a sales organization, however they break precedents for size. Why become fearsome when advertising expenditure, which is a perfectly similar productive force, is looked upon in the same way?

It is quite likely that the time is coming when advertisers who have in the past made frequent and arbitrary fanciful investments in advertising, without leaning on it very heavily, will be forced either to use it as it can be used, with virile effectiveness, or else let other firms pass ahead of them in the market.

The American market is so wide and so influenceable by advertising that the firms with real country wide distribution and real national fame, will more and more put their best sales energy and capital into advertising—setting a "pace" which will look ruinous to the shortsighted beholder, but which in reality is the strongest arm of the business.

RYAN JOINS LONG-CRITCHFIELD.

James F. Ryan joined, on January 15th, the Long-Critchfield Corporation, of Chicago. Mr. Ryan has been with Lord & Thomas for a number of years, and is one of the most widely known and best-liked men in the business.

We don't want any more business *now*

but we do want a few
more "cracker-jack"
copy writers, so that
our force is not obliged
to work evenings.

None but the highest
class, experienced men
wanted.

Apply by mail enclos-
ing specimens of work.

**FRANK SEAMAN
INCORPORATED**

30-34 WEST 33RD STREET
AND

29-35 WEST 32ND STREET
NEW YORK

LAUNDRY SOAP ADVERTISING SITUATION IN CANADA AND U. S.

A GREAT SLACKING UP OF U. S. LAUNDRY SOAP ADVERTISING IN LAST FEW YEARS—CANADA DOING VERY INTERESTING ADVERTISING—A BATTLE FOR WESTERN CANADIAN TRADE IN WHICH WE LOST.

Some one inquired the other day for the reason why there was so little laundry soap advertising to-day. It was pointed out that some years ago the newspapers were full of laundry soap advertising, but that to-day one rarely sees any.

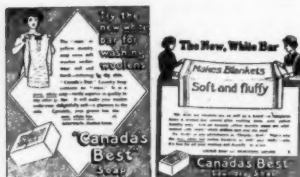
This may be because of the incursions of washing powders into

vertisers is the United Soap Company, Brantford, Ontario, which makes "Canada's Best Soap." An extensive newspaper series has been running and has been very successful.

Preparations are going on among a number of American manufacturers to ginger up the laundry soap and powder trade, and it is expected that advertising will be the weapons in a considerable advertising war. Furthermore, several large English concerns have been quietly making arrangements to enter the American market along these lines, and they will add ginger to the struggle.

SALESMAN

A live, direct-by-mail advertising house, selling Folders and Printed Novelties, wants high-class salesman, of experience in this line—man with record—attractive proposition. **DIRECT ADVERTISING COMPANY, Majestic Bldg., Detroit, Mich.**



SOAP ADS IN CANADIAN NEWSPAPERS.

the trade of the distinctly laundry soaps. However it is, it seems as if the laundry soap people were lying down on the job rather supinely and letting the washing powder folk walk all over them.

The only bright and vigorous advertising being done in this line, that is noticeable to the average reader, is done by Fels-Naptha of Philadelphia. This is only being done in the newspapers in a limited section of the country, however.

In Canada, there is a great deal of laundry soap advertising going on. In Western Canada not long ago an extremely lively scrap with printers' ink as a weapon was fought to a finish, and some American laundry soap makers were practically driven from the field.

One of the most interesting of these Canadian laundry soap ad-

A-1 Advertising Solicitor Wanted

A trade paper of international reputation desires a man to secure advertisements in a good territory. No one but a man of the highest character and reputation, who has already succeeded in this line of work, will be considered. State age and references. Address "CONTRACTS," care of PRINTERS' INK.

FORM LETTER FACTS.

THE CUSTOMER'S INTEREST FREQUENTLY UNDERESTIMATED—UNDERSTANDING THE PROSPECT'S BUSINESS—THE PROFIT SIDE.

By Jed Scarboro.

Put the customer's interest in the foreground of your form letters and he will be less likely to put your proposition in a back seat of his consideration.

The first question the reader of your form letter thinks is: "Where do I come in on this proposition?" Knowing this, it's your cue to begin your letter by showing him just how and how much your goods or service will benefit him.

Once you make a prospect see that you know something about his line of business or his needs, and make him feel that you have his point of view. You've got his mental pores open for all the sound argument you can rub into him.

The letter that comes to you and shows you, right off the reel, how you can increase your profits or cut down expenses, will not go into the w. b. until you've read it clean through and found out what the writer is driving at. If his proposition is sound, he's got you where you'll either have to stand from under or accept his offer.

PROSPEROUS YEAR IN NEW ENGLAND.

L. J. Brackett, Mgr. of Boston office of Wyckoff Advertising Company, says:

"I believe 1909 has been a very satisfactory year to nearly all those engaged in the different lines of advertising. Whether or not there has been as much money spent as in any previous year, I believe that it has been better spent on the average than ever before. This fact in itself, practically assures an increasing business for 1910. The appropriation that is well spent means a larger appropriation and encourages other advertisers. Every appropriation that is spent with poor judgment or without due regard to the interests of the advertiser, not only shakes the enthusiasm of the advertiser interested, but deters a considerable number of possible advertisers.

"With prosperous conditions, the average advertising man is not greatly worried by the present era of 'high prices.' It is my belief, however, that

the increasing cost of raw materials, unless checked, will prove a very serious obstacle to the development of new business—and even to the continuance of larger expenditures by some present advertisers. Many advertised articles have a fixed price, or 'popular' price, that cannot be increased. The raw materials from which these articles are made, on the other hand, have been constantly increasing in price. In some cases they have doubled. Labor is also higher and the hours of work shorter. To a certain point these conditions can be met by economy and by cheapening in quality that is neither serious nor scarcely noticeable. But this cannot go beyond a certain point, and a good many manufacturers of advertised articles have pretty nearly reached that point.

"For this reason, I believe that the advertising fraternity will be adversely affected if prices continue to soar. The propaganda of lower and reasonable prices may soon become as important to us as the propaganda of non-substitution."

L. A. Hinds, of Portland, Me., speaking of the outlook in Portland and Maine, says:

"This city, with a population of about 60,000, has a number of large and well-known advertisers, and has a considerable number of smaller ones, who are enlarging their advertising appropriations every day.

"Perhaps the best-known advertiser is A. S. Hinds, who manufactures and advertises 'Hinds' Honey and Almond Cream.' The advertising man of this concern is Wm. Hay, and Mr. Hinds has a general supervision of the business. Their business has been very large the past year, and their increased advertising is evidently responsible for it.

"The E. T. Burrowes Company advertise the Burrowes Rustless Scheen, and also their portable billiard and pool tables. Their advertising may be seen in almost every newspaper, weekly and monthly, and we notice they are now going into the mail-order papers.

"The E. T. Burrowes Company is a good example of what can be accomplished by one-man power. Mr. Burrowes started in the screen business by going around and taking orders, and then going home and making them himself. The wonderful ability and energy displayed by Mr. Burrowes is solely responsible for the growth of the enormous business from this small beginning."

The Otto J. Koch Advertising Agency, Milwaukee, is using large copy in mail-order publications for the Lee Manufacturing Company, of Chicago.

The advertising of F. W. Bird & Co., East Walpole, Mass., is now handled by the George Batten Company, New York.

The next meeting of the Pilgrim Publicity Association will be held on January 29th, at Ford Hall. An old-fashioned New England supper will be served, and plans are being made for a most interesting meeting.

WHAT PUBLISHERS SAY ABOUT PROPOSED POSTAL INCREASE.

STRIKING EDITORIALS IN "SATURDAY EVENING POST," "REVIEW OF REVIEWS," "OUTLOOK," ETC.—DISCRIMINATION IN FAVOR OF NEWSPAPERS RESENTED — FRANKING PRIVILEGE, RAILWAY CARRYING RATES AND VOLUME OF FIRST-CLASS MAIL CREATED BY ADVERTISING POINTED OUT.

Advertising men, as well as publishers, are keenly interested in the proposal of President Taft to increase postal rates. Certainly, if the recommendation carries advertising rates are likely to go up, and all sorts of things may happen to the publishing field.

A uniform spirit of reasonable opposition has been developed, based not upon arbitrary grounds, but upon a broad desire to secure justice. Publishers of leading magazines have indicated no desire to fight the proposed increase on grounds of basic objection to paying their fair share, but are deeply concerned that the postal rates on magazines be fixed after examination of facts.

Unlike many manufacturers during the tariff controversy, they are eager for an investigation of mail-carrying cost and have indicated their perfect willingness to abide by the results of such a thorough investigation.

"IS THERE A POSTAL DEFICIT?" ASKS REVIEW OF REVIEWS.

It should be borne in mind that what he calls the deficit in the Post-office Department is not real. The Post-office Department is earning a large surplus profit on the business it carries on for its patrons. Even if all publishers and private individuals and firms withdrew their business from the Post-office Department, the Government would still have its own large distribution of letters and printed material to make for Congress; for the departments at Washington, and for the official business of several hundred thousand people constituting the civil and military services of the United States. It would probably have to pay from seventy-five to a hundred million dollars a year to carry on its own postal business. Yet the books of the Post-office Department do not make any account whatsoever of this vast item. It is safe to say that

there is no other government in the world whose postal department is not credited with the expense it incurs for handling the business of the other departments. It is a scandal and a public disgrace that business should be done so loosely at Washington that no post-office records are allowed to show what it actually costs to distribute the speeches of congressmen, the documents sent out from the Agricultural and other departments, and the millions of letters relating to government business. It is just as much a matter of government expense to transport official documents as to transport troops. The War Department makes record of the cost of transporting troops, but no reports of the Post-office Department indicate the cost of carrying the Government's own materials.

"A SQUARE DEAL FOR THE MAGAZINES"

Says the *Saturday Evening Post*:

We are confronted by a situation that forces us to bring our affairs to the attention of the public. We have suddenly become a public question, President Taft in his recent message put the magazines ahead of railroad legislation, anti-trust laws and other matters which the country had supposed would have the right of way. In one breath he demands a ship subsidy and in the next he advises Congress that the second-class mail right be taken away from the magazines. In one paragraph he recommends a more than doubtful measure to help American shipping and in the next he practically advocates the destruction of American periodical publishing and the industries dependent on it. We do not believe that the President appreciates the drastic nature of his recommendation, or realizes that, if it were followed to the letter, almost every periodical in the country would have to suspend publication. As it is, the burying-ground of the publishing business is like that of a new mining town—overcrowded—and almost every occupant of it has died with his boots on. Few periodicals survive to a green old age. It has always been less than one generation from shirt-sleeves to shirt-sleeves in the magazines world.

Appreciating the uncertainty of publishing as a business, and recognizing the supreme importance to the country of cheap and widely-circulated newspapers and periodicals, Congress some years ago authorized the Post-office Department to carry them through the mails at a uniform rate of one cent the pound. No doubt, at that time, on account of the small compensatory amount of first-class mail which the magazines originated, the Government carried them at a net loss.

President Taft believes that this is still the case. In his message he points out that the Post-office Department shows a deficit for the year of about \$17,000,000, due, he says, to the loss on carrying this second-class matter and to the rural free-delivery service. He adds that while the Government receives but one cent the pound for carrying second-class mail matter the service costs

the department nine cents the pound. So he recommends to Congress that the rate for carrying magazines and periodicals be raised to a point that will wipe out the deficit, *leaving the rate on newspapers unchanged.* This would mean a charge of four to five cents the pound on periodicals, and the result of the increase would be to cripple the whole publishing business. We do not believe that this deficit is due, or at least that it need be due, to carrying periodicals at the one-cent rate. Despite the President's well-known disinclination to act hastily, and without full information, on the reforms for which the public is clamoring, this appears to be a case where he has acted both in haste and without full information.

The *Saturday Evening Post* wants to pay its way with the Government. We believe that it is paying its way. And though we do not think that any increase in the second-class rate is either necessary or just, we would not oppose a reasonable advance, provided legislation were preceded by investigation—not a one-sided investigation of the magazine rate alone, but a full and searching investigation of all the allied branches of the postal service. That alone can determine the final responsibility for this deficit. We do not believe that such an investigation would result in an increase of the rate which the periodicals pay, but in a decrease in the rate which the Government pays to the railroads for transporting them.

Under any bill drawn along the lines of the President's recommendation the magazines would be the victims of class legislation, for in exempting the newspapers from the higher rate the President has drawn a line that does not clearly exist to-day. Almost every magazine prints news features which the dailies are glad to copy and to feature prominently. At least once a week many newspapers print a magazine which is separate and distinct from its news section. In intent these magazines differ in no way from the regular magazines. They contain series and articles and poems. Many Sunday newspapers even include with their other magazine sections a periodical made in the form of the *Saturday Evening Post*. Does the department propose to admit those to the second-class rate and to bar the regular magazines? If so, on what basis of law and justice? Or will it insist that unless newspapers confine themselves strictly to the news they must pay the periodical rate?

"IS THE 'OUTLOOK' SUBSIDIZED?"

The above is the title of a strong editorial in the *Outlook*, analyzing the situation with much acumen:

It is not impossible that the supporters of the policy of ship subsidies may see, in the President's definition of the low rate of second-class postage for newspapers and periodicals as a newspaper subsidy, an argument for ship subsidies. We certainly think that the argument might be very effectively

used in attempting to persuade newspaper editors and proprietors of the desirability of supporting ship subsidies as a government policy. We shall be surprised if we do not hear in Congress this winter the phrase, "No ship subsidies, no newspaper subsidies." So far as the *Outlook* is concerned, what the President says about "newspaper subsidies" only strengthens its opposition to ship subsidies. The *Outlook* neither desires nor asks to be subsidized; it wishes to pay its way; but it takes issue with the President's figures and his conclusions regarding the cost of transporting second-class mail matter.

The President says that the newspapers and periodicals now pay the Government one cent a pound for that which costs the Government nine cents a pound. The President, it is true, does not say that the newspapers and periodicals ought to pay nine cents a pound for "bulk postage." He must be aware that such a charge would destroy the periodical publishing business. What the effect of such a charge would be may be indicated by some figures from the books of the *Outlook*. During the calendar year 1909 the *Outlook* will have paid the Government \$80,000 for carrying the *Outlook* to its subscribers. This is known in the newspaper trade as "bulk postage," and is exclusive of the letter postage which the *Outlook* pays on the transaction of its business, amounting to a large additional sum. If it were necessary, in order to conduct the United States post-office on a business basis, to require the *Outlook* to pay an annual "bulk postage" bill on this year's business nine times greater than the present amount, or \$270,000, the *Outlook*, if it continued to be published, would have to reconstruct its business entirely. And we do not think any other American magazine or weekly could continue to be published under anything like present conditions if the postage rate were raised from one cent to nine cents per pound. But, in order to remove the causes of the deficit in the Post-office Department, is this necessary? We think not, for the following reasons:

First, if the Government is paying an average of nine cents a pound to the railroads for carrying newspapers and periodicals, it is paying too much. The President says that the average haul of magazines is 1,049 miles. The first-class passenger fare from New York to Chicago on the Erie Railway is \$18. The distance is 1,000 miles. To transport a first-class passenger weighing 200 pounds from one of these cities to the other would cost only nine cents a pound, and mail-bags do not have seats, aisles, and other conveniences of air, light and space. The rate of the United States Express Company between New York and Chicago—1,000 miles—is \$2.50 a hundred pounds, and the United States Express Company has never been accused of doing business at a loss. It is true that these analogies are not mathematically accurate, but they are accurate enough to be very significant. If, as the President says, it costs the Post-office Department nine

cents a pound to carry periodicals between New York and Chicago, there seems to be something the matter with the relations of the Post-office Department to the railways. This has been said a good many times before, with facts and figures to substantiate the assertion, and the present moment seems a very appropriate time to say it again.

THE POSTAGE CREATED BY ADVERTISING.

Second, the President says that the profits of letter postage to the Government are so large as to reduce a deficit of \$91,000,000 to \$17,500,000. Some of these huge profits come directly from the newspapers and periodicals, as every one knows who is acquainted with the details of the publishing business. Another great portion of these letter-postage profits comes from the mail-order business of the country, which is almost entirely created by the advertising departments of the magazines and newspapers. Another large element of profit to the Government is found in the postage and money-order and registration fees paid by readers of the newspapers and magazines in transmitting their subscriptions. Is it promoting the commercial prosperity of the United States, in which the President is justly interested, to suggest that an important source of post-office profits be crippled, if not destroyed, by imposing upon periodicals a "bulk postage" burden which it would be impossible for them to bear, and which it is not demonstrated by the facts that they ought to carry as a legitimate element of cost?

Third, the entire deficit of the Post-office Department for the last fiscal year is \$17,500,000. If the President will see that the railways bear their proper share of this deficit; that twenty thousand country newspapers which are now carried to subscribers within the county of publication absolutely free pay something for this service; and that the various departments of the Government, whose enormous volume of mail matter is now carried free, without even any bookkeeping record, are charged with the item of postage with which they would be charged in any well-conducted private business, we believe this deficit will be in future greatly reduced, if not entirely wiped out. When thus the railways pay their share of the present deficit; the country newspapers pay their share; the State Department, the Interior Department, the Treasury Department, the War Department, the Navy Department, the Agricultural Department, the Department of Justice, the Post-office Department, the Department of Commerce and Labor, and the Houses of Congress pay theirs; and the President himself, in the transaction of his official business, pays his—when this is done, the *Outlook*, for one newspaper, will welcome the opportunity to pay its share.

The St. Paul Sales Managers' Association is keenly alive to educating salesmen. Last week a series of practical talks was begun. N. W. O. Washburn, of the American Holist & Derrick Company, gave a talk.

TWENTY ACCOUNTS DEVELOPED IN 1909.

WYLIE B. JONES ADVERTISING AGENCY, BINGHAMTON, N. Y., Jan. 4, 1910.
Editor of PRINTERS' INK:

When we began business in January, 1909, we were handling less than ten accounts. To-day we have about thirty, practically all of them in a prosperous and profitable condition.

Among the new accounts that we have developed the past year are the Mutual Fabric Company, Cayuga Silk Company, Mitchell & Church Company, K. & F. Mfg. Company, Central Egg Carrier Company, and others, which, although advertising in a small way at present, are showing good returns, with the probability of largely increased business in 1910.

Among the newspaper accounts that we have developed in 1909 is the Sargol Company, which spent only \$1,000 in 1908. Last year their advertising appropriation was nearly \$25,000. J. D. McCann Company, who, prior to the time we handled their business, had not spent over \$500 in newspaper or magazine advertising, are now spending about \$1,000 a month.

Among our customers who have advertised largely in the past and who are planning for largely increased expenditures the coming year, we may mention Jones, of Binghamton (Scales); Stearns' Electric Paste Company, of Chicago; Dr. P. Harold Hayes, of Buffalo; Japanese Importing Company, of Providence, and E. R. Philo, of Elmira.

The outlook in the advertising field for 1910, from this part of the world, is very encouraging and we believe that the coming year will be so prosperous that there will be danger of over-advertising, and that both advertising agents and advertisers should look carefully to see that the appropriation does not exceed the possibility of returns. Common sense in regard to advertising is, we believe, even more necessary in good times than in the panic years. In 1908 the tendency was not to advertise enough, but in 1910 the conservative agent, we think, will often feel obliged to put on the brakes and restrain the advertiser's enthusiasm.

WYLIE B. JONES,
President.

The Swetland Publishing Company, now located in the McGraw Building, New York, has bought four houses on the north side of West Thirty-ninth Street as a site for a new building for its use. This new structure will establish Thirty-ninth Street, between Seventh and Eighth Avenues, as one of the important trade-journal centers of the metropolis.

The National Irrigation Journal Publishing Company has been incorporated in Chicago, at \$12,000, to do a printing, publishing and advertising business. The incorporators are Robert R. Jones, Clyde A. Morrison and Arthur B. Cody.

The St. Louis Republic Trio

OFFERS EXCEPTIONAL VALUE

THE ST. LOUIS REPUBLIC'S TRIO is made up of the following publications:

THE GREAT SUNDAY REPUBLIC

THE BIG TWICE-A-WEEK REPUBLIC

THE PEERLESS FARM PROGRESS

The Combined Circulation Exceeds 640,000—Rate, \$1.00 per Agate Line Flat.

All the Republic's Publications Show Marked Gains

A TRADE THERMOMETER

The advertising columns of the St. Louis newspapers accurately reflect its substantial increase in the various lines of business and in consequence are a good thermometer of trade conditions. THE REPUBLIC is pleased to acknowledge it is enjoying considerably more than an average share of this general gain. The mercury in THE REPUBLIC'S trade thermometer as to gain in volume of St. Louis merchants' advertising as well as in volume of total paid advertising is constantly going up. Comparative figures for the last five months in 1909 with the same period in 1908 show THE REPUBLIC'S gain to be:

669 COLUMNS, OR 200,700 AGATE LINES,

while the gain in total paid advertising for the same five months is:

534 COLUMNS, OR 160,200 AGATE LINES.

Careful calculation shows THE REPUBLIC to be the recognized leading advertising medium in St. Louis for Automobiles, Schools, Resorts, Railroads, Banks and Financial Institutions. It carries in full page form the advertising of the St. Louis Clearing House five times each year, and all St. Louis banks are represented in the Clearing House.

THE TWICE-A-WEEK REPUBLIC

Carefully compiled figures for the year 1909 compared with its own splendid achievement in the year 1908 shows the number of columns of Paid Advertising carried in 1909 to be

991.33 COLUMNS AGAINST 559.92 COLUMNS

in 1908. This record indicates a

DISTINCT GAIN OF 431.41 COLUMNS, OR 129,423 LINES

These figures also show that the TWICE-A-WEEK REPUBLIC during the year 1909 has outstripped its nearest home competitor by 463.09 columns, or 138,927 agate lines. The TWICE-A-WEEK REPUBLIC has also made extraordinary gains in circulation, offering advertisers 180,000 each issue, or 360,000 per week.

**RATE, TWICE-A-WEEK REPUBLIC ALONE,
55 CENTS FLAT.**

FARM PROGRESS

This Big Agricultural Semi-Monthly during 1909 has made giant strides, both in circulation and volume of advertising carried. The present circulation is 160,000 copies, or a gain of 10 per cent. In 1908 it carried:

419.49 COLUMNS AND IN 1909 668.42 COLUMNS.

The gain over 1908 is:

248.93 COLUMNS, OR 74,679 AGATE LINES.

This accomplishment is in face of the fact that no liquor advertising has been accepted in FARM PROGRESS since July, 1909, and is a business gain unequaled by any other American farm journal. For the information of advertisers FARM PROGRESS announces its ANNUAL POULTRY NUMBER FOR FEBRUARY 15, 1910.

RATE, FARM PROGRESS ALONE, 50 CENTS FLAT.

BUSINESS TEMPERATURE

These unvarnished facts tell a true story of the substantial growth of THE REPUBLIC'S publications, and are strong evidence of healthy business conditions in St. Louis, besides strongly emphasizing the fact that THE REPUBLIC has made genuine progress.

A Booklet presenting a clear and detailed exposition of the actual circulation and distribution by states with other interesting information for National and Agricultural Advertisers of THE ST. LOUIS REPUBLIC'S TRIO will be issued February the first, and may be had by applying to any of the following:

**HOME OFFICE: THE ST. LOUIS REPUBLIC,
ST. LOUIS, MO.**

NEW YORK OFFICE CHICAGO OFFICE

WALLACE G. BROOKE,
235 5th Ave.
A. K. Hammond,
366 5th Ave.

I. S. WALLIS & SON,
1246 First National Bank Bldg.
Geo. M. Burbach,
1246 First National Bank Bldg.

KANSAS CITY OFFICE

MART J. BARRONS,
351 New York Life Bldg.

DOUBLEDAY PAGE TO BUILD INTERESTING PUBLISHING PLANT.

A LONG ISLAND SITE TO BE MADE THE BASIS OF APPROPRIATE SURROUNDINGS AND LANDSCAPE AND OXFORD STYLE BUILDING.

Doubleday, Page & Company were ten years old on January 1st, and they are observing the anniversary by planning a large and attractive home for their many publishing enterprises. While the location has not been definitely decided, it was stated to PRINTERS' INK at the offices of the company that the plant would very likely be located on Long Island. It will include many new and unusual features.

In speaking of them, Herbert S. Houston, of the firm, said to PRINTERS' INK: "We have been literally crowded off Manhattan Island. Not long ago we took a careful survey of our activities, and to our astonishment found that we were making our products in twenty-nine different places. After having centered so much of our work in our building in Sixteenth street, we were surprised to learn that we had so far outgrown it that much of our work was still being done in widely scattered places. After careful deliberation we decided to bring all of our productive activities under one roof so that white paper could come by the carload into one end of the plant and completed magazines and books be shipped from the other end.

"We are arranging to get a tract of probably twenty acres and have a building erected especially fitted to our needs. It will have a frontage of 400 or 450 feet and a depth of 250 feet, two stories high, and will be built around a large inner court. In this court we shall have a garden and it is our intention to landscape all of the grounds. Indeed, we have had in mind establishing trial grounds for our horticultural advertisers in *Country Life in America* and *The Garden Magazine* so that we could show their various plants and flowers growing. As far as

it is possible to do it, we shall have our establishment an interesting exhibit both of our own activities and of those of our advertisers. In order to carry out this plan effectively, we shall locate somewhere within thirty minutes of the new Pennsylvania Terminal at Thirty-third street. We have been looking at sites in Flushing, Jamaica, Mineola, Garden City and several other places that come within this general radius.

"Mr. Pettit, the architect who has worked out the admirable plans for the new building of the American Bank Note Company, has been commissioned to prepare our plans and he has already submitted the first draughts. We shall have a building two stories high, after the manner of the University Press at Oxford and the great publishing houses in Leipsic. Mr. Pettit feels that he can work out a very effective Gothic type that will give us a home in keeping with printing traditions.

"Our friends who have heard of our intention have nearly always reminded us of the experience of John Brisben Walker at Irvington, of Frank Munsey in New London, and of Mr. McClure in Long Island City. We have always rejoined that there were special reasons in each case which fully explained why their out-of-town manufacturing plants had not been continued, and we have also pointed out that Houghton, Mifflin & Co. had demonstrated through the Riverside Press, as had Mr. Curtis in Philadelphia and Mr. Wilder in the great plant of the Butterick Company in New York, that it was an effective and profitable thing for a publisher to manufacture his own product."

The information was also secured at the offices of Doubleday, Page & Company that the advertising department for *The World's Work*, *Country Life in America* and *The Garden Magazine* would continue to be in New York. The offices of the firm, the editorial departments, the book department, and all the other departments in connection with the conduct of the business will be moved to the plant.

GAINS UPON GAINS

The Press

PHILADELPHIA

LEAPS FORWARD

In Display Advertising

Greater Increase than any other Philadelphia Morning Paper

THE PHILADELPHIA DAILY PRESS during the **past month** made a greater increase in Display Advertising than any Philadelphia morning paper and beat its own December record of last year by **67,416 lines**, or **29%**

THE PHILADELPHIA DAILY PRESS during the **past three months** made a greater increase in Display Advertising than any other Philadelphia morning paper by **34,020 lines**, or **17%**

It gained over the same months last year **216,030 lines**, or **34%**

THE PHILADELPHIA PRESS during **1900** beat all local newspapers in **AUTO-MOBILE** advertising, excepting in January. In December it carried over four times as much as in the same month of 1908. During October, November and December it made a gain of 25,542 lines. That is, 5263 lines more than any other Philadelphia paper without exception. During 1909 THE PRESS also beat its own record of **Financial** advertising in 1908.

THE PHILADELPHIA SUNDAY PRESS carried **415** more Display Advertisements during the past three months than any other Philadelphia paper, or a gain of 309 advertisements over its own record covering the same periods a year ago.

January 10th, 1910.

Hugh A. O'Donnell, Business Manager.

We Want Two Expert Copy Men

One mail order, one publicity writer. Must be resourceful, experienced and pen expressive. Our Advisory Board maps out and directs the policy of all campaigns and each writer assigned accounts according to his particular specialty only after a complete analysis has been made. Only men with a record, capable of "doing things" need apply. Address St. Louis office.

H. W. Kaster & Sons Adv. Co.

ADVERTISING'S PART IN BUSINESS ACHIEVEMENT.

FUNDAMENTALS OF SELF-GROWTH
NECESSARY BEFORE ADVERTISING
CAN SUCCEED—MAKING BUSINESS
"COMPETITOR-PROOF"—HIGHER
COST OF LIVING AND ADVERTISING.

By O. J. Gude.

President of the O. J. Gude Company,
New York, etc.

Advertising, while not the creator of the things themselves, is the great quickener and developer—the message bearer that tells of the things that are good and useful and needful—but is only triumphant when the things told about have the fundamentals of self-growth.

Advertising has wonderfully aided and augmented the commercial development of this and other countries; and this development, by creating a mutuality of interest, has brought the people of the different nations closer together, and has done more for "peace on earth and good-will to men" than the state-craft of all the centuries that are past.

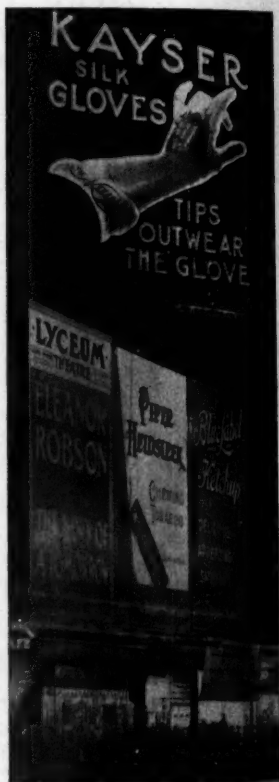
I do not deny that in the race for achievement Man has taken advantage of Man, but throughout the warp and woof of our entire commerce it was the honest threads that made our commercial fabric—*competitor proof*.

And the many business monuments of this city—imposing structures of steel and marble, peopled by employees alone sufficient to form a municipality—have their foundation rib-rocked in the motto of "A Square Deal to Every Customer."

It was the American business man who inaugurated the one-price system, and established trading as a matter of service on the part of the seller to the buyer.

And while throughout the land there is a cry of higher cost of living, there is also easier living and better living, that have come about through these conditions. We annihilate space while enjoying all the luxury and comfort that the finest home or hotel

could offer; the American wage-earner lives in a more hygienic apartment than royalty occupied a century ago; the hours of labor are shorter; and you can get better things for a lesser price than ever before; but we all want more things, and some of the creation



NOTABLE ELECTRIC SIGN.

of this greater desire can be laid at the door of the advertising man, who, through the science of suggestion, is constantly persuading more people to buy more of the things that he exploits.

Owing to lockouts and strikes Denver, Colo., was without newspapers for January 14th.

DEPARTMENT STORE ADVERTISING SENSE.

Donald Mackay, president of the Sweeney Company, large department store, Buffalo, addressed the Buffalo Ad Club January 8th on "The Relation of Advertising to Modern Merchandising." Mr. Mackay brought out the fact that the advertising department and the merchandise department should be in close and constant touch. The recent evolution in department store methods has created a condition that demands versatility, resourcefulness and sound judgment. The narrow margin between success and failure in any business may very quickly be destroyed by unwise merchandising in conjunction with abnormally large stocks. This method has been entirely discredited, and now the modern store, doing a tremendous volume of retail business, operates its buying and selling along well-defined and generally accepted lines, the purchase being based on the volume of business and apportioned throughout the year so that the proceeds of the sales take care of the cost of purchases and the cost of operation.

Mr. Mackay spoke of the duties of the department managers and how they co-operate with the merchandise office and the advertising office.

"Gentlemen," he said, "there is nothing so disgusting in the whole range of commercial life as the growing tendency toward absurd exaggeration in advertising. We all know that the department manager is apt to be over-enthusiastic and may state comparative values under a biased impression. That is bad enough and should be investigated and judiciously modified. What I refer to more particularly are the reading notices we sometimes see preceding the prices in an advertisement. Adjectives are used with absolute recklessness, the truth with far more recklessness and the habit has developed so as to be bad for business and worse for morals. I know of one instance where a small dealer stated that he had purchased 25,000 rolls of matting at 30 cents on the dollar and was about to dispose of the entire lot on his carpet floor. The truth is, even the largest house in the United States to-day will retail not more than 10,000 rolls of matting in one year. Then there are the 'train loads' and 'car loads' of merchandise brought in for special sales, although the men who stand for these exaggerations would not, for a moment, tolerate an untruthful statement by any one of their employees."

Howard T. Wright, who for a number of years has represented the Philadelphia *Evening Bulletin* in the local advertising field, has joined the staff of the *Evening Telegraph* of the same city.

The *Studio*, a new musical paper, is about to be published in Detroit by the Lagatree Publishing Company. Sidney N. Lagatree will be editor-in-chief.

The Phoenix

Saskatoon, Canada.

The Journal of Central Saskatchewan.

Circulates in 160 towns and villages on the 10 lines of railway going out of Saskatoon.

Circulation Jan. 1, 1910

Daily	2,800	
Weekly	3,700	And Steadily Increasing
Combined	6,500	

Carries Associated Press and full Canadian News Service.

Sample Copies and Advertising Rates on Application.

J. A. AIKIN
Publisher

An Unusual Opportunity— Successful Special Agency Wants Another Publication.

This special agency has a complete equipment—offices in New York and Chicago—a staff of aggressive solicitors—experienced management—sufficient capital—and a successful record.

We can now take care of one more publication (weekly or monthly) on a straight commission basis asking no advances or drawing account—simply commissions on advertising as published.

If you are not represented or dissatisfied, write—we can look after Eastern or Western Territory or both—correspondence confidential—address P. O. Box 325, Madison Square Station, New York, N. Y.

HOW THE CRACK STORE SALESMAN DID IT.

CONCRETE EXAMPLE OF A SALESMAN'S TALK TO A CONSUMER FOR NATIONALLY ADVERTISED PRODUCT—MAKING VIVID USE OF ARGUMENTS—SUGGESTIVE TEXT FOR A BOOKLET FOR NATIONAL ADVERTISER TO PLACE IN RETAIL SALESMEN'S HANDS.

There is a growing tendency among national advertisers to get into direct touch with retail salesmen to better the salesmanship for their goods from behind retail counters. Often the elaborate advertising of a manufacturer is sadly discounted by indifference and lack of information and interest on the part of retail salesmen.

A number of advertisers are printing booklets giving selling help of various kinds, and one of the best plans used is that of reproducing a sample of good sales conversation, as it might actually occur.

The advantage of such a plan over the more general and "preachy" sort of effort to instil general principles into retail salesmen is obvious. There is nothing which so interests any one as *an example* of any methods or principles desired to inculcate.

The following is a golf ball maker's "example" for retail salesmen:

HOW THE CLERK TALKED THE GOODS.

"Well, sir, what can I do for you?"

"I want some golf balls. What kind are you selling?"

"We don't sell any kind but the Pneumatic, and for good reasons. Let me show them to you."

"Some new fangled scheme, eh?"

"There are more of Pneumatic balls used than all the rest put together, and most professionals won't play with any others. You'll see why, if you'll let me explain. First, let me tell you how they're made. Over half the inside is hollow—filled with air compressed to 800 pounds to the square inch. This is contained in a flexible, air-proof retainer, which is made of pure Para rubber—the best stuff known. Now, around this jacket is wound a thick wall of single strand thread of selected, long staple sea island cotton, saturated with a solution of rubber. It is wound so true that the ball is as perfect as a geometrical sphere.

"The top cover is of the very toughest Para rubber, compounded to a high degree. *That's* the way the ball is constructed. Do you think now that it can stand more than the ordinary gutta percha ball?"

"Sounds as if gutta percha had no show with it."

"Well, I guess not! Now, as to what it can do on the green. In the first place, let me tell you that you can never cut or gash this ball. Hit him with the irons like a sledge hammer and you can't make a mark stay. Just take this ball in your hand and try to cut into one of those little nubs with your finger nail. Press as hard as you can— You've got pretty sharp nails.

"Now, see? You've only cut through the enamel paint. That Para rubber is hot stuff—it's wonderfully tough. On hard and rocky ground this one advantage counts up to a great deal of money in a short time. One Pneumatic will outlast two others, and that's one good dollar saved.

"Well, now, let's consider the drive, and see what it can do there.

"First, you know how a *rubber* ball flies at a shot—it is so quick to bound that it gets away prematurely—before you can give it direction. Now, a good blow on the Pneumatic golf ball depresses the cover and gives a perfect seat for your driver, so that you can use your skill to the limit in directing your shot.

"Compressed air is the most perfect resilient known, you know, and at a good blow the Pneumatic fairly takes wings. She flies low and far and never swerves. And because you can't gash the surface and the sphere stays perfect, it flies *true*. Some golfers wonder why their balls fly off true. They don't know that the slightest imperfection in the surface affects the course of the ball in a drive."

"That's right. I found it out this fall, and that's one reason I'm in here after some new balls."

"Well, one thing more about the drive. You remember your school physics said that the most rapidly revolving sphere held true to its course in a flight. Well, in the Pneumatic the weight is all away from the center, and there's a greater amount of underspin and faster revolution than in any other golf ball made. And because of this it flies farther and truer, and keeps its direction nobly.

"Then, in a bad lie, the Pneumatic is a great thing, too. Because of its tough cover, you can give some very rough blows and never hurt it. You know what a big thing that is. Most balls get their finish from the irons in bad lies.

"Now, take the approach. You know there's no use trying to lay a ball dead to the hole if it won't drop where you pitch it. Ever since the solid 'guttie' ball has gone out of date, laying dead to the hole has had to be given up.

"What are you doing—bouncing the ball? That's a poor test. A gutta percha ball will bounce almost twice as high—and that proves how dangerous it is in lofting dead to the approach, or in putting. You see, a 'guttie' will run

like crazy when it drops, and you can't tell when or where it will stop.

"Now, the Pneumatic is as dead as the old solid gutta percha balls used to be—when you aren't driving. You see, it takes a good, strong shot to awaken the bounce in that compressed air inside, and when it drops or when you are putting she's as dead as you want her to be. With this Pneumatic ball you can once more loft a ball dead to the approach, and open up a chance for your best skill.

"But it's on the putting green where the Pneumatic shows its greatest worth. You know it's on the green, after all, where a game's won or lost. All other balls are over-sensitive to a light stroke.—they have to be, or they wouldn't be good for the drive. But the Pneumatic is dead—dead and true as a billiard ball.

"It never gobbles, and is never guilty of that beastly nuisance—jumping out of the cup. Even a rough green doesn't phase it. Its walls are so solid that it has the putting effect of a solid ball—both when you need speed and bounce and distance, the drive can bring more out than from any other ball."

"Well, you let me have a dozen of them. I'm beginning to see myself doing up a record with the help of such a ball."

"You will score better with the Pneumatic if you've never used it—mark my word. You'll have a clever drive, sure work over the green, a fair chance on bad lies and the bunkers, a good show on the approach, and a square deal put-

ting for the hole. Do you play over at the Country Club?"

"Yes."

"Ask Jimmy Brown, then. He'll tell you how the Pneumatic improved his game."

"Here you are—thank you. You'll find a tube of enamelette paint inside the box, and if you keep them painted you'll be surprised at how long they'll last."

"Just take the paint in your hands and roll the ball in it when it needs it. A brush won't get it on even. Good-bye."

THE MOST PROSPEROUS YEAR.

SHERMAN & BRYAN.
Advertising Agents.

NEW YORK, January 6, 1909.

Editor of PRINTERS' INK:

The year 1909 was the most successful of our business career. We opened more new accounts and healthfully increased our old accounts, likewise increased materially our whole organization, doubled the size of our offices, etc., and have added several new accounts for 1910.

G. C. SHERMAN.

William J. Pilkington, editor of the *Merchants' Trade Journal*, spoke at Des Moines, January 6th, to a large audience at the Y. M. C. A. Auditorium, on "Salesmanship and Advertising." The lecture was spoken of as one of the best ever heard on these subjects in Des Moines.



OUR NAVY

A MONTHLY MAGAZINE, published in the service and devoted to the entire Navy, offers the most thorough, effective and economical means of reaching the men of the U. S. Navy.

The men of the naval service, traveling from place to place, have no preference for dealers. The just as good argument does not go with them. They buy advertised goods as a protection from dealers who, not expecting future trade, would put inferior goods on them at an exorbitant price.

Few naval men have any one depending upon them for support. They have an average pay of about \$30 a month above all living expenses for years ahead, and while they are savers as a class, they are also among the best spenders. The advertisers who gain their confidence usually supply their wants.

OUR NAVY is the recognized naval magazine and has the confidence of the entire service. Our advertisers must get good results, as over 60 per cent of them who have used OUR NAVY during the last three years are still using space in it.

Shall we send you sample copy and other information as to why OUR NAVY should be placed on your list for the coming year?

OUR NAVY
Naval Training Station, Yerba Buena, Cal.

\$50,000 CORRESPONDENCE SCHOOL BUILT BY AD- VERTISING.

SIMPLEX SCHOOL OF MUSIC STARTED
AS SIDE LINE—DOES \$50,000 BUSI-
NESS SECOND YEAR—STRONG FOL-
LOW-UP USED—FIRST APPROPRIA-
TION SMALL.

The Simplex School of Music, Kansas City, is one of the most interesting of the many correspondence schools now advertising.

Started less than three years ago by one whose knowledge of music was limited and with scarcely enough capital to cover the cost of printed matter, follow-up letters, etc., and to pay for advertising in a small list of publications, it has braved a panic, passed through the usual experimental stages to which all new mail-order propositions are subjected, and now is one of the best paying correspondence-school propositions in the country. It does a world-wide business of nearly \$50,000 annually. How it was done is told by its founder, Mr. Ernest F. Gardner.

"I started the Simplex School of Music as a side line to my regular advertising work about two years ago. I happened one day to make the acquaintance of a musician who had had very pronounced success in teaching music by a new and peculiar system of figured notation. The idea looked good to me as the foundation of a big correspondence school. The musician was positive that the system could be taught through correspondence instruction with good success. Being convinced in my own mind as to the real value of the idea, I lost no time in getting the proposition ready for a thorough trial.

"I coined the name 'Simplex System' and called our school The Simplex School of Music. I prepared a number of ads and sent them out to a carefully selected list of papers for trial.


"While the ads were awaiting insertion, I put in about fifteen hours each day in the perfection of my selling plan and the prep-

aration of a pretty convincing prospectus and as strong a set of follow-up letters as I could get together.

"I had three years of practical experience in the handling of correspondence-school advertising to back me up. During the last three years of my connection with the Horn-Baker Agency I had charge of the advertising of the American College of Dressmaking, a correspondence school of this city.

"The American College of Dressmaking started in a small attic

Learn Music By Mail



By our wonderful Simplex System—one of the greatest inventions of the age—anyone of ordinary education can learn by mail to play piano or organ.

IN 20 EASY LESSONS

You need not know the first principles of music. By this wonderful system you can in 20 lessons become a capable musician. The work is easy and fascinating—you will be wonderfully surprised as the progress you will make. In a few weeks, by this method, you can play popular, sacred or classical music. Considered better than a 3-year conservatory course as a time and money-saver—teaches the practical and usable in music and does away with all unnecessary theory. You should have this course of lessons. The cost is a mere trifle compared to the real work. Send for our Free Book today. State whether you have piano or organ.

SIMPLEX SCHOOL OF MUSIC
Conservatory 115
Kansas City, Missouri

This
FREE
BOOK
tells how

CORRESPONDENCE SCHOOL AB.

room, with practically no capital, and in little more than three years has developed into one of the biggest money-makers in the correspondence school field. They now occupy about ten large office rooms in one of Kansas City's best office buildings and are contemplating the leasing of an entire floor, which will give them about three times their present space. They were incorporated about a year ago for \$50,000, and just last month the capitalization was increased to \$150,000, fully paid. During the time I had charge of the advertising of the American College I had the spending of an appropriation of \$75,000.

"The first advertisements appeared in the monthly mail-order

papers dated November, 1907. The panic had struck the country a knock-out blow during the month preceding and was traveling full force from coast to coast by the time our advertisements made their appearance. Then, added to these difficulties, were vexing delays by printers and engravers, causing a long delay in the appearance of the first edition of the lessons, and consequently many disappointed students.

"In spite of all these difficulties, the Simplex movement made rapid strides successward from the very beginning. At the end of the second year we had students in all parts of America and in practically every civilized country on the globe, and were doing a business of something like \$50,000 a year."

The Kansas City Ad Club recently passed a resolution to extend an invitation to Theodore Roosevelt to return from his African trip by way of the West, and to stop off in Kansas City. A banquet served to 10,000 people is to be a feature of the programme if he accepts the invitation.

CONDITIONS ON PACIFIC COAST.

SAN FRANCISCO, Jan. 6, 1910.

Editor of PRINTERS' INK:

Conditions here, since the fire, have been very hard in an advertising way, particularly in the way of development of accounts. This office has recently, however, closed a very handsome account of Hunt Bros. Company, and advertisements in the February and March magazines, with a double spread in the *Saturday Evening Post* of January 15th, constitutes our work on this account up to the present time. The development of this account means, in the writer's opinion, a great deal to the advertising conditions in the state of California, and if this account is as successful as we feel satisfied it will be from work that has been done in circularizing the trade throughout the Union, and in every way possible drawing the dealers' attention to what the company will do, we expect much good will result, in an advertising way, from our efforts and labors.

One of the difficulties about Western conditions is due to the fact that we have no success around us; successes that can be referred to by the general public that have resulted from a defined and set policy of advertising.

F. J. COOPER.

LeRoy Cook, with offices at 185 Summer Street, is placing the business of the American Motor Company. Small copy is being used to advertise its motor cycles in the magazines.



WHY do you suppose it is that when a particularly fine piece of printing is being planned in any of the famous presses of this country, the designer inevitably reaches for his sample books of "Strathmore Quality" Printing Papers?

Because these books offer him the choicest printing papers made in this country.

MITTINEAGUE PAPER COMPANY
The "Strathmore Quality" Mills
MITTINEAGUE, MASS., U. S. A.

CANADA'S RESULTFUL ADVERTISING FOR SETTLERS.

REMARKABLE SUCCESS BY MODERN ADVERTISING METHODS—PATENT INSIDE PAPERS VERY SUCCESSFULLY USED—MANY KINDS OF ADVERTISING USED—THE FIGURES SHOWING THE RESULTS—WESTERN CANADIAN PROSPERITY.

By Livingston Wright.

Although some people have imagined the Canadians to be conservative and behind their American brethren in enterprise, the advertising of the Canadian Northwest is a project that has been maneuvered with wonderful skill, steadiness and success.

It was around 1896 that carefully worded three-inch and one-inch advertisements began to appear in the "plate" pages of country newspapers in the Dakotas, Minnesota and Iowa, calling attention to the easy means of homesteading or buying farm lands of the country "just over the border, in Canada." These advertisements were devised with rare skill. They created no impression of a fake "boom" or "begging you to come," but seemed honest, straightforward statements that if you were open to fair consideration of a chance to make big money at farming with small capital, "they'd be pleased to show you," etc. The Canadian Pacific Railway was one of the principal advertisers in this way. In the fall and winter evenings, after corn shucking or "chores" were done, hundreds of Dakota, Minnesota and Iowa farmers were induced by reading these ingenious advertisements in their local papers, to "write for folders." The result was that in 1897 several thousand families from the United States Northwest moved up into the Canadian Northwest.

DEVELOPING A TERRITORY

This is merely a sample of the beginning of the vast advertising campaign that under the general

direction of the Hon. Clifford Sifton, Minister of the Interior, has made the Canadian Northwest the Great Northwest.

A painstaking study of this advertising campaign will reveal the fact that it has been conducted with remarkable discursiveness and depth of plan. There has not only been breadth of view but subtle and ingenious details have fairly studded the map of application. For instance, at the present moment, the Canadian Pacific has appealing "cards" in theatrical publications, calling attention to the many new towns and rare openings for theatrical businesses along the C. P. lines! This is but a single instance of the detailed and practical attention that is given to promoting the Canadian Northwest.

Not long after the before-mentioned three-inch "plate" ads had begun to "do the business," regular publicity offices were established in Winnipeg, St. Paul and Chicago, and trained, high-class "publicity promoters" began to feed standardly-written and beautifully-illustrated articles to the magazines of the world. These free articles and photos were a veritable godsend to scores of bilious or newly established monthlies and hundreds of pages of free advertising were obtained. The crafty Canadian Government and the railroads being swift to gratify every "holler for more." Several "magazines" could readily be mentioned that have almost "lived off" the advertising campaign of the Canadian Northwest. There is a Chicago monthly that has run its front cover for a couple of years from photos begged out of the Canadian Northwest publicity bureau in the Windy City. Its "Managing Editor" regaled himself with a "graft" tour through the Canadian territory and, essentially, "lives, breathes an' has his bein'" off the Canadian Government propaganda and Canadian railroads!

How successful this campaign has been is best judged by the cold figures of immigration into western Canada, compiled by the *Winnipeg Free Press*:

	United States.	British and Other Countries.
1901.....	17,958	81,191
1905.....	43,543	102,723
1908.....	58,312	204,757
1909.....	59,832	87,076

The figures concerning the population of the prairie provinces are also interesting evidences. In 1871 the total population in Manitoba, Saskatchewan and Alberta was only 43,228. In 1910 it was 414,151; in 1906 it was 805,000, and it is estimated in 1909 to be 1,107,576.

The acreage under grain is 11,679,743—over half of which is in wheat. Western Canada's grain crop, as a result of the colonization through advertising, is getting to be a world marvel. In 1901 only 63,311,632 bushels of wheat were harvested; in 1906 the crop was 94,201,984; while the 1909 crop is estimated at 118,109,000 bushels.

These figures prove the concrete results of an advertising effort which is bringing many dollars back for every dollar expended.

The advertising in the magazines brought the soundly growing fruit of Canadian Northwest advertising to "the ripe full corn in the ear," as it were. To such an extent has advertising developed northwestern Canada that while, twenty-five years ago, she had but 2,000 miles of railway, to-day she has more than 25,000. All Canada together now has over 7,000,000 population. Assuredly a wonderful record for what was, until 1896, mainly an unknown grazing region. Western Canada alone laid 1,057 miles of railway in the past year.

Three mighty railroads are gridironing this virgin territory which a liberal system of scientific advertising has populated. The venerable leviathan, the Canadian Pacific, has been incessantly advertising, selling reasonably-priced, high-grade farming lands, and building new branches and innumerable towns. Beyond this comes the Canadian Northern, a giant enterprise manipulated by a couple of men who began with a tiny coal road down in Nova Scotia. They are cutting through from Port Arthur to the Pacific Ocean, and have already completed over 4,000

miles of road! The third is the Grand Trunk Pacific, which is building a new line, also, to the Pacific Coast.

LONDON "TIMES" SOUTH AMERICAN NUMBER.

The alertness of foreign nations to the South American trade is evidenced by the very memorable South American number of the London *Times* (December 28th).

This number is remarkable both for size and for thorough treatment of the subject. The fullest information on the subject is given and many interesting illustrations are printed. The number has made a strong impression everywhere, as is evidenced by an editorial on the subject by the New York *Globe*. American manufacturers are behind foreign nations in South American trade, and English enterprise in this direction is very evident in this special issue of a famous paper.

"LIFE" ON ADVERTISING ILLUSTRATIONS.

Every now and then the sharp pen of *Life's* jokesmith is turned upon advertising. The latest ironic comment is regarding advertising illustrations. "Please Give Them Some Ideas," says *Life's* headline. And then follows:

"Wandering through the back pages of the current magazines we find some reason to hope that there is an improvement in the intelligence of the young men who wear shirts, collars and ready-made suits in those pages for the benefit of the advertisers.

"Why should those young men average so insufferable? Why so soulless? Why so infernally correct and so abysmally stupid? We are sure they tend to make anarchists, so nice they are and so exclusive.

"Some of the crop of the present season incline a little more to the human, but they have a long way still to come.

A \$60,000 corporation at Chicago, to be known as Brown, Roberts & Co., will do lithographing, engraving and advertising. The incorporators are F. H. Robertson, Horace G. Reed and Victor Elting.

A new flat rate has been adopted by the Orange Judd Weeklies, in conformity with a general tendency toward flat rates in all publishing lines.

A trades excursion through interior Pennsylvania towns, for the purpose of advertising Philadelphia-made goods, is planned by the Merchants' and Manufacturers' Association of Philadelphia. The first one will be a three days' trip. About one hundred business concerns will be represented. The first trial trip will leave Philadelphia February 1st.

THE WIDE-OPEN CIRCULATION DATA POLICY.

"COLLIER'S" EXHAUSTIVE PLAN OF CIRCULATION STATEMENT—STATEMENTS BY GROUPS OF TOWNS, OR BY OCCUPATIONS FURNISHED—NEWSSTAND AND SUBSCRIPTION PERCENTAGE AID SUCH A POLICY—THE REBATE PLAN—MEN KEPT TRAVELING TO VERIFY.

Advertisers nowadays are demanding to be shown what they are buying. Not that the ablest ones do not appreciate quality also; but they are desirous of making their own estimate, based upon the facts, both about quantity and quality. They concede that they have been victims, now and then, of the gentle art of gulling. Consequently more and more pressure has been brought to bear upon all classes of publications, and it is becoming realized that the tendency of the times has been so strongly toward open circulation records that many good magazines which do not state circulation have really been under-rated by the natural suspicion arising from absence of detailed statement. Shrewd advertisers have repeatedly said that they are entirely willing to pay a higher price for circulation of really exceptional quality, but they want to pay such an extra price only after a knowledge of all the facts in the case.

In the past year there has been a distinct tendency toward detailed circulation statement, perhaps none more notable than *Collier's Weekly*, which has probably gone further and more deeply into the matter than any other periodical of general circulation, with the possible exception of the *Associated Sunday Magazines*. Mr. Collier noted the trend of sentiment, and accordingly organized a department which should have as its sole task the delving into circulation, the ascertaining of classes of public to which *Collier's* went and the preparation of statistics which should prove all that any reasonable advertiser might want to know regarding the nature and

the size of *Collier's* reading public.

As this *Collier* plan is of really general interest, an advance expression of the tendency in publishing, PRINTERS' INK sought a description of it.

Mr. Pierce and Mr. Guy, of *Collier's*, explained that, in a word, the idea is to make a "commercial delivery" to the advertiser. By commercial delivery is meant the demonstration of *Collier's* circulation to an advertiser who is buying its service, in the same way as a merchant demonstrates the kind and the number of items he is selling to a big buyer.

In the first place, *Collier's* guarantees 500,000 net circulation. This word "guarantee" has been a very easy term upon the tongue of the advertising man, but with *Collier's* it means, they insist, just what it indicates—an assurance that half a million copies actually go to readers.

Mr. Pierce and Mr. Guy answered freely many questions, and the substance of their remarks is as follows: "We will throw our circulation books open to advertisers. We will give a manufacturer any group of names in a given town, so he can test the quality and quantity. We will also give a statement of circulation within a fifty-mile radius of important cities. For instance, if a man is an advertiser, he can take any town, or any section of any town or city he desires, and he can, in two days, have any man he details find out exactly what *Collier's* circulation in that town and section really is—condition of the homes, the buying public, etc.

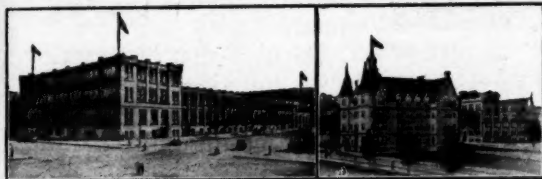
"This involves a statement of our circulation by States; a statement by groups of towns—towns from 5,000 population to 10,000, from 10,000 to 15,000, etc.; a statement of our circulation within a radius of fifty miles of important cities—useful for piano, automobile manufacturers, and the like.

"Ninety-four per cent of our circulation consists of subscriptions and they average pretty nearly seventeen months each. We do not give a cash discount on a subscription at any time—we give a

SUCCESSFUL

ADVERTISING

The Course that Covers the Entire Field



Instruction and Administration Buildings

THE Advertising Course of the International Correspondence Schools is adapted to the needs of both the advertising student and the business man who is doing or wishes to do his own advertising.

THIS Course is the most comprehensive in existence, because it covers the *entire field*—

Type, Copy Writing, Follow Up Systems, Managing Advertising Appropriations, Illustrating, Mediums, Catalogue and Booklet Writing.

IT is the result of our own successful advertising experience as well as that of the most prominent advertising managers, writers, editors and solicitors in the world.

FILL in and mail the attached coupon and learn what this Course means to **YOU**. Doing this entails no obligation. Send the coupon **TO-DAY**.

International Correspondence Schools Box 1206, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name

St. and No.

City..... State.....

Y O U R PRINTING



ARE you satisfied with your printing? Is it right? Has it the necessary snap and pulling power that it should have?

Perhaps that last catalog or booklet of yours contained all that was essential for the pulling of more business and would have brought results but for the fact that it was badly printed—it was unattractive—its appearance was against it—it was an expense to you and brought no results.

Your printed matter is your representative—it should make a good appearance and be above the commonplace—it ought to attract attention and make an impression upon your prospective customer. The slipshod kind does not appeal to him, and your effort is lost.

CHARLES FRANCIS PRESS

30-32 WEST 13th STREET

Tel., 4090 Chelsea

NEW YORK CITY

O U R PRINTING



THE care and forethought which enters into our printing, and which we insist upon, assures the advertiser of printed matter that has a clean-cut, up-to-date appearance, with the necessary pulling qualities that bring results.

From the time your copy reaches us until the delivery of the finished product, your work passes through the hands of men who have had years of training in their particular line.

We have a department where the arranging and designing of that next catalog or booklet of yours will receive the attention and dressing up it possibly didn't get the last time.

Our facilities for the production of the right kind of printing are at your service.

CHARLES FRANCIS PRESS

30-32 WEST 13th STREET

Tel., 4090 Chelsea

NEW YORK CITY

premium to each subscriber instead, and before we deliver the premium, or enter the name as a subscriber, we make sure that the man is in a position to pay the full subscription price; for, if he stops paying at the end of six months, it is a loss to us.

"*Collier's* keeps traveling men who verify sales made. Only such names as these verifiers accept are entered on our subscription list. These men also report the occupations of the subscribers, which data are then turned over to the main office. This fact is of considerable importance in enabling us and our advertisers to perceive just the class and quality of our readers.

"We have 405,000 subscribers docketed as to location and occupation. On the basis of this number it is easy to compute almost an exact analysis in the same way of all of our 546,000 circulation. At first we worked with 10,000 names and raised the analysis to our total circulation, but the result was not correct. It is a fallacy to take too small an amount for this purpose.

"Our chief purpose in doing all this is naturally to help ourselves. If we make the truth known about *Collier's* we feel that it is sure to help our advertising business, yet have some altruistic motives. We are looking forward to the time when all the magazines will fall into line with circulation statements clear and thorough. We want to raise the nature of the advertising delivery.

Obviously, analysis becomes much more difficult in the case of a magazine which sells mostly from the newsstands. *Collier's* deems itself particularly fortunate in having all but six per cent annual subscribers. Mr. Guy and Mr. Pierce, however, were sure that a like "delivery" could be made in the cases of any magazine whose subscriptions are only about thirty per cent of its circulation. Mr. Guy has looked into the matter pretty deeply from the standpoint of the trained statistician, and believes that a general magazine could analyze its public by some such system as *Collier's*.

In other words, according to the *Collier* scheme, a magazine must take its subscription list, whether large or small, as the basis for analysis.

"The analysis of subscribers might not hold good in every detail if applied to the public that bought from the newsstands," says Mr. Guy. "A subscriber is obviously a selected and tried-out reader who may be presumed to have passed through a period of buying more or less regularly from the newsstand, and has finally decided that he wanted the magazine every issue, and so has subscribed. Nevertheless, an analysis of the subscription list, however large or small, will be an evidence, at least, of the publisher's willingness to show what kind of goods he is selling, and the result should approximate the truth sufficiently to satisfy any reasonable advertiser."

The advertising solicitors connected with *Collier's Weekly* are supposed, before approaching a new advertiser, to draw upon the statistical department for such information about the circulation analysis as will help him. A type-written statement is then prepared for him, summarizing the 185 classifications under ten general groups. Each group is analyzed and the number of, for instance, physicians, surgeons, electricians, etc., is given. If desired, also, a like statement showing the exact circulation by States and cities can be prepared.

Collier's circulation is certified to by Messrs. Price, Waterhouse & Co. The circulation guarantee reads as follows: *Collier's* guarantees to every advertiser for 1910 an average of 500,000 copies, ninety-five per cent of which is to be net paid, for the numbers in which his advertisement appears. A pro-rata refund will be made to every advertiser for any shortage of this guarantee. Any advertiser can have access to our circulation books at any time."

A few additional contracts are being placed by the A. W. Ellis Agency, for the advertising of the Congress Shoe & Rubber Co. Daily newspapers are used to exploit the Shawmut Rubbers.

Some Bond Papers Give You More Than "Just Paper to Write On"

They give your letters character and impressiveness.

Without character and impressiveness your letter sheets are no more valuable than wrapping paper.

COUPON BOND

THE DE LUXE BUSINESS PAPER

gives to your message that touch of quality and sincerity that wins your man.

It's the business paper for the business man of today.

It prints, lithographs and die-stamps most perfectly.

It's the paper for you.

Send today for the free sample book. It will convince you of this fact. On request we will include samples of Berkshire Cover Paper and Arrive' Half Tone Paper, which we consider the two best book or booklet papers made.



**AMERICAN WRITING PAPER
COMPANY**

23 MAIN STREET

HOLYOKE, MASS.



*Largest Manufacturers of Writing, Book and Cover, and other Papers for
Business Purposes. 29 Mills.*

A half-dozen national advertisers, known to everybody in the advertising world, averaged more than 7,000 agate lines each, the past year, in the

American Paint & Oil Dealer ST. LOUIS

The rate is high enough (twenty cents a line, flat) to demand and secure the deliberate consideration of the intelligent and conscientious advertising manager, and after such consideration the medium demands, and secures and holds, the regular patronage of such advertisers.

A valuable medium for any advertiser addressing the retail paint, hardware, drug, or building material trade, or the general merchant—for almost all these dealers conduct a Paint Department.

The indispensable medium for advertisers who market through the local dealer anything sold in such Paint Departments, or in the rapidly growing number of exclusive Retail Paint Stores.

The Only Journal Devoted Exclusively to The American Paint Industry

Rate, twenty cents a line, flat.
Type page, 8½x12. Column 16 ems wide.

Standard "magazine" page 5¼x8, \$44.80.

Ten per cent discount on order for twelve consecutive insertions, variable space if desired.

Forms close on 25th of month.

Subscription \$1.00 a Year
Three Years for \$2.00

American Paint & Oil Dealer

Allen W. Clark, Editor

411 North Tenth Street
St. Louis, Mo.

GOLF TOURNAMENT RESULTS AT PINEHURST.

HIGH ORDER OF PLAYING—GARDNER CARRIES OFF CHIEF HONORS—MANY INTERESTING EVENTS—KNAPP THE RUNNER UP—WOMEN WIN PRIZES, TOO.

In weather that had just a touch of snap the advertising men's annual golf tournament was played last week, at Pinehurst, N. C. The week was marked by a high order of playing. The tournament ended on Saturday with a brilliant nineteen hole match between J. P. Gardner, of Midlothian, and Joseph P. Knapp, of Garden City, which was decided in favor of the Western golfer.

At the turn Gardner was seven up, the tenth was halved, Knapp won the eleventh, halved the twelfth, won the thirteenth with a bogey three, holing an approach put several yards off the green, won the fourteenth with a par four, halving the next three holes. Gardner saved the match with a win on the eighteenth with a par five, to six for his opponent.

On the nineteenth Knapp outdrove Gardner, laying his second within seventy-five yards of the hole. Gardner on his second was 100 yards from the green. His fourth was within eight feet of the hole and he ran down the put.

Following are the prize winners:

Qualifying Round—1st, L. A. Hamilton, 80; 2d, J. P. Knapp, 81; 3d, J. J. Hazen, 82; 4th, Charles Presbrey, 83.

First—Winner, J. P. Gardner; runner up, J. P. Knapp; consolation, G. H. Barnes; 4th, L. A. Hamilton; 5th, R. M. Purves.

Second—Winner, W. L. Crocker; runner up, W. G. Thomas; consolation, E. J. Ridgway; 4th, Z. T. Miller; 5th, W. T. Stern.

Third—Winner, W. J. MacDonald; runner up, H. McSweeney; consolation, H. W. Ormsbee; 4th, R. J. Allyn; 5th, S. K. Evans.

Fourth—Winner, S. L. Allen; runner up, E. A. Johnston; consolation, J. L. Given; 4th, G. H. Williams; 5th, C. M. Brizee.

Fifth—Winner, A. D. Chandler; runner up, J. C. Platt; consolation, W. P. Finney; 4th, J. H. Eggers; 5th, H. L. Jones.

Sixth—Winner, W. M. Ostrander; runner up, D. S. White; consolation, Kurtz Wilson; 4th, J. H. Redfield; 5th, C. C. Vernam.

Seventh—Winner, J. A. Ford; runner up, W. E. Edge; consolation, H. Davis; 4th, E. Rode; 5th, E. F. Clymer.

SATURDAY HANDICAP.

Best Net Old Course—1st, J. L. Given, 74; 2d, S. L. Allen, 76; 3d, J. A. Ford, 78.

Best Net New Course—1st, E. Chester, 74; 2d, Z. T. Miller, 78; 3d, W. C. Freeman, 79.

Cemetery Old Course—1st, S. H. Patterson; 2d, A. D. Chandler.

Cemetery New Course—1st, W. R. Bassett; 2d, H. McSweeney.

Approaching Contest—B. D. Butler, 5. Driving Contest—W. L. Crocker, 584 yards.

Putting Contest—L. A. Hamilton, 22; H. Potter, 22.

Best Net Saturday Morning for Hazen Golf Suit—J. H. Redfield, 77.

Ladies' Tournament—Won by Mrs. Crocker; runner up, Mrs. Bird; Consolation, Miss Freeman; runner up, Consolation, Miss A. Smith; best gross qualifying round, Miss Freeman; second best gross qualifying round, Mrs. Smith; best net Saturday Handicap, Mrs. Morrow; second best net Saturday Handicap, Mrs. Sparks; Bogey Contest, Miss Freeman.

Putting Contest—Tie: Miss A. Smith, 24; Mrs. Bird, 24.

The following comprise the committee: John C. Eggers, Arthur S. Higgins, Walter C. Kimball, Charles Presbrey, and R. C. Wilson, chairman.

McKITTRICK'S 1910 DIRECTORY OUT.

A considerably improved and interestingly arranged "McKittrick's" is out for 1910. It is larger than usual, with thumb indexes by sections of the country. Lists of trade-marks and advertising agents are published. A full list of advertisers by states and cities, with street address, business and name of advertising managers and agents is given.

This directory has grown more and more useful with every year's development of the advertising business, and is now a fixture in advertising equipment. It is published by George McKittrick & Co.

The De Miracle Chemical Company, through the Foley Agency, Philadelphia, will expend between \$30,000 and \$50,000 during 1910. A new whisky account, running into \$75,000 a year, will make its appearance by March, covering New York, Boston, Philadelphia, Washington, San Francisco, Norfolk, Va.; Richmond, Va., and Detroit, Mich. This will be a brand new piece of business. The Ivins Baking account, which has been very successfully handled, will be taken to three or four other cities during 1910, and the Philadelphia appropriation will be extended by a forty per cent. increase. Several new grocery specials will be pushed. The Foley Agency forecasts at least a quarter of a million dollars new business emanating from its offices during 1910. This is largely the result of a change of the policy of the agency which up until 1909 was particularly active in the local field. Mr. Foley gave up every purely local account but one—Stern & Co., which is being developed into a general mail-order advertiser.

EXTENSION

The United Publishers' Association published in their official Bulletin under date of Dec. 27, 1909, the following:

"The EXTENSION MAGAZINE, Chicago, is a dollar maker for its advertisers. Some of the largest national advertisers, who never used religious papers, are now patronizing it regularly."

The best Catholic monthly magazine published. The only Catholic monthly which is owned by and whose profits belong to the work of the

CHURCH

Reaches 85,000 of the best Catholic

HOMES

Reaches all the United States Catholic

INSTITUTIONS

EXTENSION MAGAZINE

Home Office: 120-120 Sherman St., Chicago, Ill.

New York Office: Golane Special Agency, 1 Madison Ave.

JAMES K. BOYD, Adv. Mgr.

Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

C. & G. Cooper Company, Ohio, perhaps could have treated their diamond anniversary as a business house in several ways in the booklet they have written. The way decided upon has produced a genuinely interesting résumé of "Seventy-five Years of Engine Building." It is full of human and technical interest—a combination difficult to secure. The lay-out of the pictures and text is not at all of the conventional kind. While considerable space has been given up to half-tone reproductions, the mechanical hardness is lessened by wash drawings, showing interiors of the plant, with busy figures working upon different stages of the product. In the pictures and the reading matter will be found a review of one of its most vital developments in modern life. The type matter is squared up to occupy only part of the page, with an inside single and an outside double-ruled border. The booklet, consisting of fifty pages—why not seventy-five?—is well printed. It is a thoroughly good sample of a "printed thing," and of business-making literature. It is designed and printed by Bartlett-Orr Press, New York.

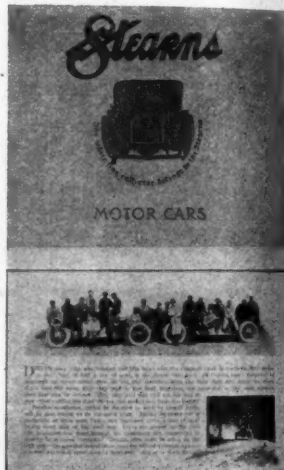
A booklet about pianos and their tone quality is at once the hardest and the easiest kind of matter to prepare. The easiest because so little can be said; the hardest because that little must be said most effectively. "A. B. Chase Pianos" has turned the trick well. Realizing that words can at best be only colorless echoes of the tone quality, the designer of this booklet has confined himself to securing a dignified layout



and a high order of technical excellence. The paper is heavy, with a yellow tint. The scheme has been to show a piano, in its room settings, on the right hand page and the house trademark, with a dozen words descriptive of wood and dimensions, on the left. In the illustrations the piano is reproduced in fac-simile, and the room settings have been skilfully subordinated to the instrument by the use of a zinc etching, printed in a quiet light brown.

There is harmony of design and color shades that makes one ready to believe in the harmony of the instrument's tone. The several styles are printed upon pages gradually lengthening to the bottom; this makes possible a sort of index to each style. The size is 9 x 10. The Corday and Gross Company, of Cleveland, were the printers.

Without the use of color or any of the fancy accessories of modern job printing, "Stearns Motor Cars" pre-

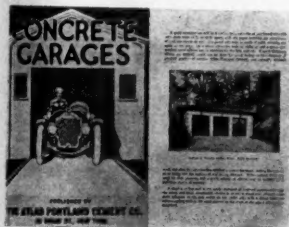


sents a solid, convincing front. The booklet of thirty-four pages is pretty evenly divided between text and illustrations. The highly calendered paper surface has given the pressman opportunity to bring out clearly and without any "eye-jar" the reproductions of the Stearns car and its comfortable and convenient appointments. Just enough space is given the mechanics of the car in reading and illustration to avoid discouraging the average car buyer. The half-dozen or so full-page half-tones of complete cars show the machine in plausible and attractive landscape surroundings. The scenic setting is toned down in a manner to center the eye upon the main thing—the car itself. The last six pages are devoted to tables showing pertinent points about the several models, like axles, bodies, brakes, drive, frame, speed ratios, etc.

Worthy of a good house in every respect is the well-planned, well-ordered, well-executed volume of nearly a hundred pages, celebrating the twenty-fifth anniversary of George Borgfeldt & Co., of New York. The problem of treating the quarter-century biography of a business house has been solved here very cleverly. A third of the booklet is devoted to portraits and personal records of the individuals. The second division describes the departments, its illustrations being illustrations from photographs of department interiors and superintendents. The third section has to do with the selling force—entirely portraits; the fourth describes the house branches of the United States and Canada, and the last the office force. The portraits and other half-tone reproductions are treated ornamentally in a very attractive fashion. Tint borders are frequently called into play, but the designer has kept them unobtrusively subordinate to the half-tone. Things kept in stock are strung artistically across the page bottoms and up and down the borders. The yellow tint blocks have been used judiciously. The booklet is a credit to the Chasmar-Winchell Press, New York.

* * *

The Atlas Portland Cement Company, of New York, have made the most of the automobile interest in "Concrete Garages; the Fire-proof Home for the Automobile," a booklet of thirty-six pages. It ought to sell the company's product, too. The idea has been to demonstrate the superiority of concrete



for garages, and the argument is managed as follows: On the left-hand pages appear half-tones of substantial garages made of cement, the caption of the cut telling just where the structure is located, whether at West Brighton, S. I., Far Rockaway, L. I., or where not. Some of the half-tones on the right-hand pages show interiors of concrete garages. Other illustrations of the "line" variety picture hints about construction. The reading matter, unpretentious and unadorned, as to its type, is of the practical, "how-to" character. The size, $8\frac{1}{2} \times 8\frac{3}{4}$, gives a handiness to the booklet. The cover design is out of the ordinary. The Atlas trademark is printed in the inside gable of a concrete garage, through the door of which a car is being driven to the outer world.

Mere Beauty Is Not Enough

The fact that your printing is so beautiful that it isn't thrown away is creditable to you, and, in a way, important.

But the function of a catalog or a booklet is not to look pretty, but to sell goods. If it doesn't do that, it is a failure, no matter if it be kept for fifty years.

The head of this establishment has spent 25 years in this business, and his chief study has been the actual selling of goods by means of printed matter. The rare beauty and artistic pre-eminence of the work of the Griffith-Stillings Press is but incidental—it is a means to an end, and that end is salesmanship.

We study for striking and unusual effects, but we study far harder to produce something that will sell goods. To that end we employ artists who are specialists—some in artistic designing, some in figure work, some in technical half-tones, and so on. We employ copy writers of the same caliber.

We have surrounded ourselves with a *complete* organization, composed of men of practical experience, and can handle your catalogs and books in their entirety, instead of merely coming in at the last moment and doing the composition and press work. The result speaks for itself in stronger terms of praise than we could use in its behalf. Get acquainted. Write, on your business stationery, for a copy of our monthly *Character*.

Griffith-Stillings Press

368 Congress St., Boston, Mass.

Agency Copy

If Copy isn't appealing as well as insistent, it isn't much use. It ought to have an extra something to say for itself between the lines.

And that extra something-to-say is born only of merchandising instinct. It cannot be puttied on or sandwiched in as an after-thought.

The Ethridge Copy Staff is particularly adept in producing work that carries the mark of merchandising knowledge.

Agencies looking for Competent Copy Service to help out their own will find in ours the exact kind of co-operation they seek.

Service confidential.

Particulars by mail.

ARTISTS—COPY WRITERS—ENGRAVERS—PRINTERS
DAY AND NIGHT ART STAFFS

THE ETHRIDGE COMPANY

41 Union Square, New York City

Telephones { 4848 } Stuyvesant
 { 4847 }

COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 41 Union Square, New York

By **GEORGE ETHRIDGE**

In days of old, when knights were bold and barons held their sway, and advertising was not quite the art it is to-day, the warriors bold with spurs of gold perchance went forth to war depending on a pencil point, but not the Koh-i-noor.

When a man goes back to the dark ages to find material for ad-

more likely to attract artists or others interested in lead pencils.

The price paid for illustration No. 1, and the space it occupies, is too great to warrant a very far-fetched idea.

* * *

A successful New York salesman, who has sold rugs from Florida to 'Frisco, when asked

WE RECOMMEND...



No. 1.

vertising, he possibly is justified in dragging in armor and knights and horses, and wandering away from the subject in hand as well as the period in hand.

Perhaps the Koh-i-noor people make a pencil that brings up visions of war and armor, as shown in illustration No. 1, but for a pencil intended to appeal to modern artists, for modern work, under modern conditions, No. 2 would be far more likely to attract. This gets close down to the subject, and would be much



No. 2.

what quality was most essential in selling goods, replied:

"To be a good judge of human nature."

Successful advertisements, in a sense, should keep that element always in mind. The ability to talk and illustrate arguments that are direct and sensible in their appeal is one of the fine arts.

Everybody who has faced the fuel and heating problem knows the deadly cost of the coal bin. It becomes, sometimes, one of the little tragedies of home-keeping.

In Our Thirty-Third Volume

Sold the Goods

WE can truthfully say that the **HARDWARE DEALERS' MAGAZINE** is one of the few publications that we have advertised in that has paid. Your interest in your patrons has brought us the best returns of any publication we have ever used.

We advertised in ——— to the amount of \$72.35 and the receipts for this outlay were \$18. We advertised in the **HARDWARE DEALERS' MAGAZINE** to the amount of \$150, and through this advertising we sold 30,000 Triplet Emergency Tools. You have our best wishes for the success of the **HARDWARE DEALERS' MAGAZINE** in the years to come.

G. P. COATES Co.

NORWICH, CONN.

Consider it the Best.

WE consider the **HARDWARE DEALERS' MAGAZINE** the best publication of its kind; and although we have dropped from other trade papers, you will see that we are still using a half page in yours, which speaks for itself.

THE NOVELTY MANUFACTURING Co.
WATERBURY, CONN.

Proof of the Pudding

WE have continued to spend money with you since the beginning of our business, and the fact that we continue to renew our contract from year to year is proof of the pudding. If we were not pleased with the **HARDWARE DEALERS' MAGAZINE** we would certainly discontinue.

SMITH & HEMENWAY Co.
NEW YORK CITY.

Reaches Foreign Countries

WE have been advertisers in the **HARDWARE DEALERS' MAGAZINE** for a good many years, and we consider it one of the best mediums there is for reaching the Hardware trade and those handling our line. We have a good many inquiries from foreign countries and they have always referred to the **HARDWARE DEALERS' MAGAZINE**, so it shows it circulates in foreign countries as well as our own. We expect to continue our advertisements in the future as in the past.

THE DRAPER & MAYNARD Co.
PLYMOUTH, N. H.

Duplicates Order of Duplicators

NO doubt you are aware that we have been advertising in the **HARDWARE DEALERS' MAGAZINE** for the past ten years and we beg to state that we are highly gratified with the results. Not alone do we get orders from every nook and corner of the United States, but we also receive them from foreign countries, such as South America and South Africa, etc. You can reckon upon us as a steady advertiser as long as we are in business and we wish you the success you so richly deserve.

THE FELIX F. DAUS DUPLICATOR Co.
NEW YORK CITY.

Every Page Worth Reading

THERE is no magazine or publication that we consider of more importance than the **HARDWARE DEALERS' MAGAZINE**, as every page has something on it worth reading, and while we may overlook some of the others, we read yours as soon as received. It is up to date and full of information to every Hardwareman and we wish you continued success.

SAMUEL MCKNIGHT HARDWARE Co.
ALLEGHENY, PA.

Only Advertising Medium Used

WHAT we think of the **HARDWARE DEALERS' MAGAZINE** is best explained by the fact that it is absolutely the only trade magazine in which we are carrying a line of advertising.

PEERLESS WIRE FENCE Co., LTD.
ADRIAN, MICH.

Ten Years' Testimony

WE have felt for several years that we had more business that we could trace as coming from advertising in the **HARDWARE DEALERS' MAGAZINE** than in any other paper we used. We believe we have used your magazine for at least ten years, and this of itself would indicate that we considered it all right. We think you know how to run your business, and will not undertake to make any suggestions for "bettering the service," as you asked us to do.

THE CRONK & CARRIER MFG. Co.
ELMIRA, N. Y.

Write for Sample Copy and Rates

HARDWARE DEALERS' MAGAZINE

253 BROADWAY, NEW YORK

How Much Would You Pay an A-1 Advertising Solicitor?

If you could secure a solicitor for your publication who was on the *friendliest* terms with, say, 200 of the *largest* advertisers in the world—who was able to influence the placing of appropriations aggregating several millions of dollars—wouldn't you consider him *cheap* at \$200 a week?

Yet you can secure the services of a better solicitor than that for one-fifth that price, or less.

PRINTERS' INK is on the friendliest kind of terms with not merely 200, but ALL the general advertisers in the United States who are worth while—visits them in their offices and their *homes*, and is always welcomed and listened to with interest and respect.

PRINTERS' INK is the finest kind of a solicitor for any good medium. It talks to advertisers in their leisure moments, without taking up valuable time during business hours. That is the time for *you* to approach them—and the only way you can do it is through PRINTERS' INK.

If PRINTERS' INK reached only 200 or 300 big advertisers, it would pay you to tell your story in its pages. *Seven* of its subscribers spend \$5,000,000 a year in advertising. But PRINTERS' INK reaches the *entire list of big advertisers*—which simply means that no medium of merit can *afford* not to use it.

SPECIAL—Furnish us with the facts about your publication and PRINTERS' INK's Service Department will prepare a series of advertisements, whether you use them or not.

Printers' Ink Publishing Co.
12 West 31st Street New York

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order for one time insertion accepted for less than one dollar.

ADVERTISING AGENCIES

W. F. Schilling, Albany, N.Y.

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

H. W. KASFOR & SONS ADVERTISING
CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 25 Broad St., N.Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertising
of all kinds placed in every part of the world.



A Spanish-English monthly issued in the interests of business men and others of general interest. \$1.00 a year. **L. MACLEAN BEERS,** Publisher. P. O. Box 1078, Havana, Cuba. Sample copy on request.

ADVERTISING MEDIA

THE Saturday Evening Post is read everywhere by all ages and classes.

THE Third District Review, weekly, only Republican paper in Bowling Green and Warren County, Kentucky. Population, 30,000.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 160,000 copies per day.

AD WRITERS

Advertising Copy **W. F. SCHILLING**
Albany, N. Y.

Ads. to fit your case.
Wm. D. Kempton, 100 W. 76th St., New York.

TRADE MARK IT. CATCH PHRASE IT.
ADVERTISE IT. F. KNAPTON THOMPSON
ADVERTISING SERVICE, 215 Herkimer St.,
Brooklyn, N. Y.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown Ohio.

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1664 SPRING.**

FOR SALE

R. HOE & CO., PERFECTING PRESS, printing a paper 20%, 7 or 8 standard columns, speed, 24,000 4, 6, 8, 10 or 12 pages per hour inset. 12,000 16, 20 or 24 pages collected with "pasted" attachment. "A. D." care of Printers' Ink.

Invaluable Aid To Sales Manager

Commercial routing and recording desk, with complete map and tack system. Second-hand, but in good condition. Will sell at a bargain. "C. C. A." Printers' Ink.

HELP WANTED

WE want to hear from a high class Advertising Agency Solicitor and Manager who wishes to get established in business for himself. Fine chance for an excellent man who is ambitious and competent. "CONFIDENTIAL," care Printers' Ink.

RECOGNIZED AGENCY wishes to open branch office in New York, also Middle West, wants successful solicitor who can command one or more large advertising appropriations and manage office. Address "ADVERTISING AGENCY," care of Printers Ink.

WANTED—TECHNICAL WRITER to prepare publications for a large manufacturer of electrical apparatus. Work will cover all kinds of detail equipment for central stations. Also a writer to prepare articles for trade journals. Should have commercial experience and technical training in addition to ability as writers. Good salaries to the right men. "BOX 777," care Printers' Ink.

WE PLACED in December '09 our clients in positions as follows: Business managers at \$100, \$40 and \$25 per week; secretary, \$88; advertising, \$35 and \$20; circulation, \$35 and \$20; bookkeeper, \$15; editorial, \$15, \$15, \$40, \$35, and three at \$25; reporters, \$35, \$20, three at \$18, two at \$15; engravers, \$15 and \$18; printers, \$22, \$15, \$16 and \$15.

WE NEED more candidates and better candidates, available at market rates, for positions now open and for new opportunities constantly being received.

WE OFFER beginning January 1st free registration. Established 1888. No branch offices. **PERNOLD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

PATENTS

PATENTS that PROTECT

Our 2 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. E. LACEY**, Washington, D. C. Established 1869.

POSITIONS WANTED

Mr. Publisher are you looking for an experienced Ad- vertising Solicitor?

I have six years practical experience, Chicago newspapers, also three years with one of the largest advertising agencies, and have a widespread acquaintance in Chicago and vicinity, principally with the advertising public. Age twenty-eight years. I am at present manager of the automobile department on a large Chicago daily. My acquaintance among the automobile advertisers is very extensive. I can produce this business for newspapers or magazines. I wish to consider only standard publications on salary or commission. References as to character and ability furnished from past and present employers. **C. A. Anderson**, 3257 Hirsch St., Chicago, Ill.

YOUNG MAN, well educated, experienced in advertising manager and agency work and in office management desires to make permanent connections with advertiser or agency. Thoroughly understands type and lay-outs and can show a successful record of "making good" on previous propositions. At present General Manager of large New York state agency. Highest references. "Z. L." care of Printers' Ink.

AGENCY MAN

I'm in the Copy and Plan Department of one of New York's largest agencies. Am thoroughly experienced in all departments; have conducted entire agency. Ask the people I'm with. I want a position as Advertising Manager for concern in the vicinity of New York. (Out of town offers considered). American, single, 28. Particulars with interview. "A. C. Y." care Printers' Ink.

Advertising Manager and Solicitor

I am seeking a wiser field, and prefer a Chicago connection. Have reached the limit in present position after four years of service as advertising and business manager of a scientific publication. During which I increased the business of this publication 325%. Have made a comprehensive study of advertising in its entirety, and after ten years experience, feel that I am the "man for the job." I can't resurrect the dead but can give a sick Journal a good tonic. Age 30, married, and a live one. Address "15," care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **WINTHROP PRESS**, 419 Lafayette St., N. Y.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1908, 12,270. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1908, 6,661. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 55,467.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for Dec., 1909, sworn, 13,187. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,736; average for 1909, 7,739.

Meriden, Morning Record and Republican. Daily aver. 1908, 7,673; 1907, 7,769; 1906, 7,739.

New Haven, Evening Register, daily. Annual sworn average for 1908, 15,864; Sunday, 13,667. 1909, 17,109 copies daily (sworn).

New Haven, Union. Average 1909, 16,588; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,647; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1909, Daily, 6,681; Sunday, 7,031.

Waterbury, Herald, average circulation for one year from October 1, 1908 to October 1, 1909, 12,337. Largest circulation in the State.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,762 (©).

FLORIDA

Jacksonville, Metropolis. Dy. av. 1st 6 mos., 1909, 13,907. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average 6 mos. ending June, 1909, daily 17,508; Sunday, 19,471. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

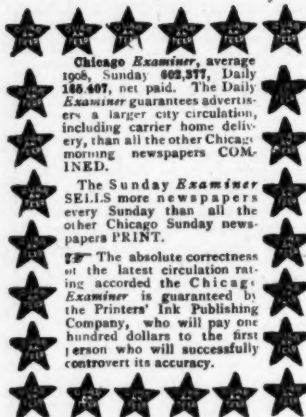
ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, Broad's Gazette, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 35 cents, flat.

Chicago, Dental Review, monthly. Actual average for 1908, 4,097; for 1909, 4,323.



Chicago Examiner, average 1908, Sunday 602,377, Daily 188,407, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the *Chicago Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago Record-Herald. Average 1908, daily net paid exceeding, 141,000; Sunday net paid exceeding, 197,000. It is not disputed that the *Chicago Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,836.

Peoria, Evening Star. Circulation for 1908, 30,511.

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 6,112.

INDIANA

Evansville, Journal-News. Average, 18,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average, 26,112.

Princeton, Clarion-News, daily and weekly. Daily average, 1,877; weekly, 3,641.

South Bend, Tribune. Sworn average Dec. 1909, 10,843. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,180. "All paid in advance."

Davenport, Times. Daily aver. 1909, 17,065. Circulation: in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morning and eve. Daily average, 1908, 12,666; Sunday, 14,751.

Washington, Eve. Journal. Only daily in county. 2,009 subscribers. All good people.

KANSAS

Hutchinson, News. Daily 1907, 4,670; 1908, 4,836. E. Katz, Special Agent, N. Y.

KENTUCKY

Lexington, Herald. D. av. 1908, 7,194. Sunday, 8,355. Week day, 7,906. Com. rates with *Gazette*.

Lexington, Leader. Average for 1908, evening, 6,448, Sunday 6,878. E. Katz

Louisville, The Times, evening daily, average for 1908 net paid 43,940.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average, 1,294,458.

Augusta, Kennebec Journal, daily average 1908, 8,826. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1908, daily 10,070; weekly, 28,727.

Phillips, Maine Woods and Maine Sportsman, weekly. J. W. Brackett Co. Aver. for 1908, 7,977.

Portland, Evening Express. Average for 1909, daily 18,219. Sunday *Telegram*, 10,508.

MARYLAND

Baltimore, American. Daily average for 1908, 74,702; Sunday, 92,879. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, 83,416. For Dec., 1909, 84,782.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (C@). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation 1908 and 1909.

Daily (2 cents a copy)
1908, 176,397; 1909, 180,278; Gain, 3,881

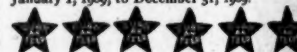
Sunday
1908, 319,790; 1909, 323,069; Gain, 3,279

Advertising Totals
1909, 7,335,379 lines; 1908, 6,849,700 lines

Gain, 1909, 485,679 lines

The following figures of the four Boston newspapers having Daily and Sunday editions for the 12 months, ending December 31, 1909, tell their story: *Boston Globe*, 7,335,379 lines; 2d Paper, 4,890,920 lines; 3d Paper, 4,103,120 lines; 4th Paper, 3,666,825 lines.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



BOSTON TRAVELER

Established 1825.

Average circulation for July, 1909, 99,583; August, 99,970; September, 102,399.

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1908, 7,673.

Lawrence, Telegram, evening, 1908 av. 8,940. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1907, 16,523; 1908, average, 16,598. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST December

AVERAGES, DEC., 1909

The Sunday Post
258,663

Gain of 20,727 Copies
Per Sunday over Dec., 1908

The Daily Post
289,006

Gain of 35,830 Copies
Per Day over Dec., 1908

Boston, Evening News. Actual daily average for 1909, 18,874.

Worcester, Gazette, eve. Aver. first 5 months, 1909, 18,878; Largest evening circulation.

Worcester, L'Opinion Publique, daily (☉☉). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. \$0,000.

★ **Jackson, Patriot,** Aver. Dec., 1909, daily 18,196, Sunday 11,514. Greatest circulation.

Lansing, Courier-Herald, daily. Only Sunday paper; aver. for 1908, 14,330. Exam. by A.A.A.

Lansing, Evening News, daily. Average for 1909, 21,326; Dec., 1909, 22,256.

MINNESOTA

Duluth, Evening Herald. Daily average 22,008. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1909, 101,250.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, 22,270.

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnblad, publisher, 1908, 53,341.

CIRCULATION

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 68,197. Average circulation of Sunday *Tribune* for same period, 73,121.



Minneapolis, Journal, Daily and Sunday (☉☉). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Dec., 1909, evening only, 76,397. Average Sunday circulation for Dec., 1909, 80,852. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1908, 1,095. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1909, 38,852. Smith & Budd, Eastern Reps.

St. Louis, National Druggist (☉☉), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, Deutsch-Amerikaner Farmer weekly. 142,208 for year ending Dec. 31, 1909

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1909, 143,054.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1909, 9,143.

Jersey City, Jersey Journal. Average for 1909, 24,198. Last three months 1909, 24,684.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Yearly average, 1906, 18,237; 1907, 20,270; 1908, 21,326.

NEW YORK

Albany, Evening Journal. Daily average for 1908, 16,950. It's the leading paper.

★ **Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 52,908.

Buffalo, Courier, morn. Average, Sunday, 91,447, daily, 81,604; *Enquirer,* evening, 24,670.

Buffalo, Evening News. Daily average for 1906, 94,473; 1907, 94,843; 1908, 94,053.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1908, 5,123.

Mount Vernon, Argus, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

★ **Newburgh, Daily News,** evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.



by Printers' Ink Publishing Company

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, year ending Dec. 25, 1909, 10,684.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

Clipper, weekly (Theatrical). Frank Queen
Pub. Co., Ltd. Average for 1909, 25,903 (50).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. **\$25,000** guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, 6,541; August, 1909 issue, 20,000.

The World. Actual average, Morning, 345,424. Evening, 405,173. Sunday, 483,335.

Poughkeepsie, Star, evening. Daily average for year ending Dec. 31, 1900, 5,013.

Rochester, Daily Abendpost. Largest German circulation in state outside of New York City.

Schenectady, Gazette, daily. A. N. Lietz.
Actual Average for 1908, 10,760.

Schenectady, Star. Av. 1,365 last half 1909
Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily, Herald Co., pub. Aver. 1900, daily 32,458; Sunday, 40,922.

★ Troy, Record. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo.
Average for 1909, 2,583.

Utica, Press, daily. Otto A. Meyer, publisher.
Average for year ending Dec. 31, 1900, 18,117.

OHIO

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. 100,000.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1908, 78,291, Dec., 1909, 78,882 daily; Sunday, 107,175.

Columbus, Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Dayton, *Journal*. Actual average,
\$1.217.

Springfield, *Farm and Fireside*, over ¼ cen-
tury leading Nat. agricult'l paper. 'co, 439,457.

Youngstown, Vindicator. D'y av., '08, 15,000; Sy., 10,400; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, *Times-Democrat*. Average 1907, \$,659; for 1908, \$,659. E. Katz, Agent, N. Y.


Oklahoma City, *The Oklahoman*. 1909 aver., \$1,479; Dec., '09, \$6,478. E. Katz, Agent, N.Y.


OREGON


★ Portland, The Oregonian, (C) November average circulation. Sundays, \$2,990; Daily, \$1,928. For over 50 years the great newspaper of the Pacific Northwest. More circulation in Portland and Oregon than any other newspaper. Also more foreign, more local, and more classified advertising.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, 7,735.
N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

 Erie, Times, daily. Aver. for 1908, 18,487; 1909, 19,407. A larger guaranteed pd. cir. than all other Erie papers combined. E. Katz, Special Agt., N.Y.

 **Harrisburg, Telegraph.** Sworn average Dec., 1909, 16,618. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

 **Johnstown, Tribune.** Average for
Oct., 1909, 12,710. Only evening
paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for
YEAR, 1909:

249,811

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, *The Camera*, is the only best photographic monthly. It brings results. Average for 1908, 6,825.

Philadelphia, *Confectioners' Journal*, mo.
Average 1908, 5,517; 1909, 5,522 (©©).

Only *one* agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded *all four* of PRINTER-INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (®). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because its PRINTER-INK investigation proved it was the *most* agricultural paper; and was awarded the Gold Marks because advertisers value it *more for quality than quantity*.

Philadelphia. The Press (☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily **Press** for Dec., 1909, **\$4,791**; the Sunday **Press**, **160,743**.

Washington, *Reporter and Observer*, eve. and morn. dy. av., '08, 11,754. They cover the field.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1908, 18,844. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, *Dispatch and Daily*. Average for 1908, 18,471.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation, 1908, 18,185—swn.



Providence, *Daily Journal*. Average for 1909, 21,858 (©©). Sunday, 28,738 (©©). *Evening Bulletin*, 46,991 average 1909.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 5,237.

SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 1909, 8,311.



Columbia, *State*. Actual average for first six months, 1909, daily (©©) 14,490, Sunday (©©) 14,951.

Spartanburg, *Herald*. Actual daily average circulation for 1908, 2,992.

SOUTH DAKOTA

Sioux Falls, *South Dakota Farmer*. Best Mail Order Medium. The only weekly farm paper in the state.

TENNESSEE

Memphis, *Commercial Appeal*, daily, and Sunday, average first 6 mos., 1909: Daily, 48,990; Sunday, 70,015. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1908, 21,455; for 1907, 20,208; for 1906, 20,504.

TEXAS

El Paso, *Herald*, March aver. 10,002. Only El Paso paper examined by A. A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley. Average for 1908, 4,778. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1908, 3,227. Only Montpelier paper examined by the A. A. A.

St. Albans, *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

VIRGINIA

Danville, *The Bee*. Av. 1909, 3,756; Dec., 1909, 3,734. Largest circulation. Only evening paper.

WASHINGTON



Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Aug. '09, cir. of 69,565 daily, 81,933 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor 6,997,466 lines.

Tacoma, *Ledger*. Average 1908, daily, 18,732. Sunday, 26,729.

Tacoma, *News*. Average for year, 1908, 18,768.

WISCONSIN

Janesville, *Gazette*. Daily average, Dec., 1909, daily, 8,314; semi-weekly, 1,514.

Madison, *State Journal*, daily. Actual average for 1909, 4,973.

Milwaukee, *Evening Wisconsin*, daily. Average for 6 mos. ending Nov. 30, 1909, 40,070 (©©). The great Home Paper of Wisconsin.



Milwaukee, *The Journal*, eve., Ind. daily. Daily average for 12 mos., 69,318; for Dec., 1909, 69,135; daily gain over Dec., 1908, 4,301. Nearly 60% of Milwaukee homes. Flat rate 7 cents per line. Supreme in its field for both classified and display advertising.

Oshkosh, *Northwestern*, daily. Average for 1909, 9,384. Examined by A. A. A.

Racine, *Journal*, daily. Av. for 12 months ending Dec. 1, 1909, 4,698; Nov., 4,327.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1909, 60,686. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne, *Tribune*. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,420.

BRITISH COLUMBIA

Vancouver, *Province*, daily. Average Dec. '08, 16,777; Dec., '09, 19,190; daily average for '08, 18,922; for '09, 18,420. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1908, daily, 37,098; daily Nov., 1909, 41,611; weekly 1908, 27,450; Nov., 1909, 28,221.

Winnipeg, *Der Nordwesten*, Canada's National German weekly. Av. 1909, 18,162. Rates 56c. in.

Winnipeg, *Telegram*, dy. av. Dec., '09, 31,186, (Saturday av., 35,000). Farmers' Weekly, same period, 29,816.

QUEBEC, CAN.

Montreal, *La Presse*. Actual average, 1908, daily 99,239, weekly 48,938.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Champaign News* is the leading Want ad. medium of Central Eastern Illinois.

THE *Chicago Examiner* with its 680,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

RATE

All Classifications One Cent Per Word.
Only Sunday Paper in Indianapolis.

MAINE

THE *Evening Express and Sunday Telegraph* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE *Boston Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,557 over 1908 and 208,023 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATION THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order; by Printers' 10 cents a line, where charged Ink Pub. Co. —daily or Sunday.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Dec., 1909, amounted to 137,270 lines; the number of individual ads published were 18,408. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,206 Sunday.

NEW JERSEY

THE *Jersey City Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,478. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE *Aberdeen Daily American*—the popular Want Ad medium of the Dakotas.

THE *Sioux Falls Daily Press* carries 40% more advertising than any other South Dakota paper; 100% more of Want ads.

UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 90,230—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Average, 1908, 8,902 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. The Daily Newspaper for Southern Georgia. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (OO). Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (OO). Actual average circulation for 1908, 16,866.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1907, 1,784; weekly, 17,545 (OO); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1890. The only gold mark daily in Boston.

Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazines (OO). There are a few people in every community who know more than all the others. These people read the Century Magazines.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (OO). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

The Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (OO). Established 1808. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. —Printers' Ink.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

Vogue (OO) carried more advertising in 1908, 1906, 1907, than any other magazine of gen. cir.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions November, 1908, sworn net average, Daily, 87,067; Sunday, 162,263.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (OO) and the Evening Mail. Circulation 15,558, flat rate.

The Globe, Toronto (OO), is backed by 64 years of square dealing.

Business Going Out

Wm. C. Foster, of the Spafford Agency, is sending out new orders and copy to New England papers on the advertising of Bay State Flour. This agency is also planning a magazine campaign in class publications for the advertising of the Webber Lumber & Supply Company, manufacturers of camping outfits.

The American Press Association, through its Boston office, has been asking for rates on one and two columns of plate advertising from New England papers. Plates are to be sent out from its New York office.

Mr. Riegel, of the Wood, Putnam & Wood Agency, is placing display and classified copy in the magazines for the International Fruit & Sugar Company. Large newspaper copy will be sent out about the first of February.

The Ernest J. Goulston Agency, 17 Milk Street, are handling a line of copy for the advertising of Dr. Daniels' Liniments in religious papers. This agency is also placing the advertising of the Beekman Tour Agency in general publications.

Large copy is being used in a few general publications of wide circulation by B. F. Sturtevant Company, Hyde Park, Mass., advertising a new vacuum cleaner. The account is placed by the Boston office of the George Batten Company.

W. H. Meyer, manager of the newspaper department of J. Walter Thompson, New York, is making new contracts with agricultural papers and with newspapers having a large rural circulation, for the Atlas Portland Cement Company.

The Dauchy Company, New York, is sending out contracts to papers in large cities for Jell-O.

A. Frank Richardson, New York, is making contracts for Ozomulsion.

Sherman & Bryan, Inc., New York, are handling the account of the Pennsylvania Knitting Company, makers of the "Notair Sweaters" (Notair Button-holes). The list is composed of the following: *Ladies' Home Journal*, *Saturday Evening Post*, *Collier's*, the *De-linicator* and the *Woman's Home Companion*.

Mentor & Rosenbloom, Rochester, N. Y., through the Genesee Agency, of the same city, are sending out 10,000-line orders to Southern papers, and large contracts to Western publishers.

The Morse International Agency, New York, is placing business in Western papers for Lyon's Tooth Powder (10,000 lines).

Father John's Medicine, New York, is going into Western papers. Five thousand lines is the amount of space to be used—orders being sent direct.

Southern papers are receiving orders for Booth's Hyomei, amounting to 5,000 lines. This business is going direct and not through the Wyckoff Agency, of Buffalo.

E. P. Remington, Pittsburg, is sending Pacific Coast papers 10,000-line contracts for Foster-Milburn.

The Geo. Batten Company, New York, will hereafter handle the advertising of the Stevens-Duryea Company in all mediums.

The Munyon Remedy Company, Philadelphia, is sending out direct orders for 7,000 lines.

The New York Central Railroad, through H. E. Lesan, is using 10,000 lines in Southern papers.

The Manufacturers' Publicity Corporation, New York, is making contracts with drug and chemical papers for the Cheeseman Chemical Company, of Scranton, Pa., manufacturers of Blanc-Fixe and other chemicals used in the manufacture of inks, colors and coated paper.

The Great Western Cereal Company, through Herbert Kaufman & Handy, of Chicago, is making 5,000-line contracts with Southern papers.

The Stack-Parker Agency, of Chicago, is placing 3,000-line contracts with Southern papers for the Santa Fe Railroad.

The Securities Adv. Agency, New York, is sending out general requests for rates.

W. H. Dilg, Chicago, is placing 15,000-line contracts with Western papers for the Anheuser-Busch Brewing Company.

The Atlantic, Gulf & W. I. S. S. Company, New York, is placing some advertising through both Albert Frank & Co. and H. C. Lesan.

The London *Sphere* and the London *Tatler*, two of the most extensively quoted English publications, have appointed the New York office of T. B. Browne, Ltd., to handle all foreign advertising.

ST. LOUIS-KANSAS CITY NOTES.

The Fletcher-Cowherd Automobile Company, Kansas City, has begun a campaign in dailies published in Kansas and Oklahoma to advertise the cars for which it is agent in this territory. Large display space is being used and contracts for 6,000 lines are being made by the Kansas City office of H. W. Kastor & Sons, who are placing the advertising.

The Gardner Advertising Company, St. Louis, who is now placing the advertising for the Robinson-Danforth Milling Company (Purina Mills), has sent out copy and orders to a big list of dailies in cities where local-dealer campaigns are being conducted. Twenty-inch display copy is being used.

The Horn-Baker Advertising Company, Kansas City, is placing twenty-one-line display copy in a large list of farm journals and weeklies for J. G. Peppard, seed merchants, same city.

Nelson Chesman & Co., St. Louis, are sending out orders to sixty-five big dailies for the Norvell-Shapleigh Hardware Company, same city. Twenty-line readers are being used.

H. W. Kastor & Sons' Kansas City office is sending out orders for the U. S. & Mexican Trust Company, same city, to weeklies published in Kansas advertising Pecos Valley lands in Texas. Pages and 500-line display copy is being used.

Nelson Chesman & Co.'s St. Louis office is sending out renewal orders to weeklies published in the South, for the Wrang Tang Liniment Company, same city. One hundred and fifty-six-line display copy is being used.

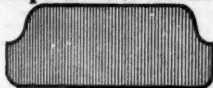
H. W. Kastor & Sons' Kansas City office is sending out orders to farm papers for the E. H. Wright Company, same city, advertising "Wright's Condensed Smoke." Fifty-two-line display copy is being used.

The Harnden Seed Company, Kansas City, is using a large list of farm papers and weeklies of dailies published in the West and Southwest, advertising seeds. Orders are going out through the Horn-Baker Advertising Company, same city.

The Ellett-Kendall Shoe Company, Kansas City, through H. W. Kastor & Sons, same city, will inaugurate an extensive campaign in daily newspapers beginning in March. English-made Shoes will be advertised by this firm for the first time in America.

The Horn-Baker Advertising Company, Kansas City, recently sent out orders and copy for forty-two line copy to farm papers and weekly newspapers for the E. H. Wright Company, same city, manufacturers of "Wright's Condensed Smoke."

The Tip which Saves the Card



Treble the life of your filing system by using Celluloid Tipped Guide Cards.

Don't fray, crack, curl up nor show finger marks. Look neater than plain guide cards.

Celluloid Tipped Guide Cards

are proof against ordinary handling. Tip folds over top of guide where wear comes. Other guides wear out in a third of the time. Ask your dealer for the famous one-piece tip or write us for samples.

STANDARD INDEX CARD CO.

701-709 Arch St., Philadelphia

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

WE HAVE PREPARED SUCCESSFUL SHOW-CARDS AND WINDOW NOVELTIES

for Bovril, Armours' Meats, Dewar's Whisky, Skipper Sardines, Van Houten's Cocoa and practically all the most successful British Advertisers. We are the sole proprietors of Mathews' Aerial Gause Showcards, Aerial Thread Showcards and other window display novelties. Some new creations in course of preparation. Advertisers desirous of securing "out of the ordinary" attention, arresting window display material, please state wants and quantities. Send dummy sample package and we will submit free of charge suitable specimens and charges.

T. Mathews & Co., 12 Short St., Leicester, Eng.
United States Representative
MR. FRANK A. SPRINGER
2809 Shemandoah Avenue, St. Louis, Mo.

BOSTON NOTES.

The Franklin P. Shumway Company has just secured a fine contract from the American Shovel & Tool Company, of Boston and North Easton, Mass., who for 134 years has been the largest manufacturer of shovels, spades, etc., in the United States. It has never advertised before, and it is understood will utilize farm papers and possibly a few magazines. This agency has just renewed for the fifteenth consecutive

year a contract for full-page advertisements for the American Hide & Leather Company in the leading shoe and leather trade journals of the United States and Great Britain.

Some well-written and strikingly displayed thirty-inch copy is being sent to a group of agricultural papers from the Shumway office for the American Agricultural Chemical Company, advertising Bowker's and Bradley's fertilizers.

H. H. Walker, of the Federal Advertising Agency, is handling the appropriation of the Edgerton Manufacturing Company, Shirley, Mass., manufacturers of the President Suspender. Orders are going out to general publications.

Large copy is being used in Boston and New England dailies for the Boston Daily Herald, advertising their recent

Are You Looking for a Solicitor

for the Western field, who is known by all agencies, familiar with the accounts they handle and has an extensive acquaintance among advertisers? Am at present assistant to a Western representative of a list of papers. Would like to represent a publication exclusively where my experience would count. References. Address C. U. W., 1502 Tribune Bldg., Chicago.

ATTENTION,
PUBLISHERS!

I have just completed the organization of a Special Agency with headquarters in Chicago, to solicit advertising for a select list of live publications in the Western field. I and my associates have had several years' experience representing leading publications, and are in position to give satisfactory service to publishers with whom I can make suitable arrangements on commission basis. If you have a live publication and want results I have the organization, ability and resources to produce them. Address "E. L. C.," care of Printers' Ink.

cut in price to one cent. The business is placed by the Hermon Stevens Agency, Globe Building.

Walter P. Weeden, now located in the Slater Building, Worcester, Mass., is handling an appropriation from the Atlas Motor Co., Springfield, Mass. This agency is also handling the advertising of the Whittalls Carpet Company, of Worcester, and the Harrington & Richardson Arms Company, of Worcester.



Boom Your Trade With STATESMAN

WEATHER proof Signs
Tack on trees, barns, anywhere. Our "wax process" makes them proof against weather exposure for 1 to 5 years. Cost 75% less than wood or metal. Printed on heavy board in any combination of fast colors, any size, and shipped/ready to post. Only signs possible to hang on wire fences because of our exclusive fast clasp.

Pulling Advertisements Statesman signs tell business all the time and are the most economical and effective way to advertise. We furnish phrases if desired. Write on your letter head for samples, prices and full information. A trial 100 will help abolish dull trade. Ask for booklet, "Do you believe in signs?"

HIGH CLASS SALESMEN WANTED
THE STATESMAN COMPANY
67 Jefferson Avenue, Marshall, Mich.

10,070 Motion Picture Theatres
in the United States

T H L

Moving Picture News

reaches all. **Bring You Results**

An ad. will

TRY IT **TERMS ON APPLICATION**

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Greatest daily paper in Southwestern Pennsylvania reaching strictly well-to-do subscribers

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Circulation nearly 40,000 copies per issue

Established 1850

Main Office: **TEMPLE BLDG.**
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The Fruit Growers of the North-West Have Money

They are a prosperous people — demanding the best of everything and possessing the cash to pay for what they want.

Newtown Pippins grown in Hood River sold this year at \$2.40 per box. Spitzenburgs sold at \$2.50 to \$3.35 per box. The grower spends his money. Are you getting any of it? An ad in BETTER FRUIT will reach him.

Have You Something to Sell Them?

Would you like to put your proposition before 10,000 of these well-to-do, well educated people each month?

An Ad In **"BETTER FRUIT"** Will Do It

Send for sample copies and advertising rates

E. H. SHEPARD, Publisher
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The Economical Way to Cover the Country is to Advertise by Districts

HERE is the idea: The United States naturally divides itself into districts, each having a metropolitan and industrial center upon which the entire district depends for its wealth and prosperity. By mapping off these districts and securing all possible information regarding conditions in each, the advertiser can distribute his advertising systematically and reduce waste to a minimum. He can (1) cover only as many districts as may be advisable; (2) concentrate heavily in those districts where conditions warrant; (3) determine definitely which are the most advantageous experimental districts.

We propose to publish in **PRINTERS' INK** a series of terse talks, giving advertisers valuable information about

The ADVERTISING DISTRICT OF CINCINNATI

A million people in Cincinnati, or closely connected by trolley and train focus their eyes on Cincinnati, to get suggestions for spending the millions they make in this big district. It includes the cream of the territory known as the Middle West. The facts we will give about this district will bear entirely on its value as a market for the advertiser. They will show you how to make your advertising produce maximum results for the money invested.

Cincinnati Enquirer

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THE S. C. BECKWITH SPECIAL AGENCY
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